



# Style Guide

---

November 2019

## CONTENTS

---

Typography for Branded Launch Site	4
Abberations	5
Typography for Branded Launch Site (cont'd)	6
Elements, Typography & Eyebrows	7
ISI	8
Footer	8
Footer & ISI	8
Shape/Size & Specs	9
Buttons	9
Element and Paragraph Spacing	10
Form Fields & Errors/CRMs	10
Event Calendar Modals	11
Video and Quiz Breakdown	12
Video and Quiz Breakdown (cont'd)	13
Callout Background Style	14
Calendar Modal	14
Profile Videos	15
Table Colors, Strokes and Backgrounds	17



## Branded Launch Website

---

November 2019

# Typography for Branded Launch Site

## TYPE FAMILY

### Verb

Regular  
Medium  
Bold  
Bold Italic

### Verb Ultra

Italic

### Frutiger LT Std

Bold  
Light  
Regular

## COLOR PALETTE

	#006b93	Blue (background)
	#f6be00	Dark Gold (rollover state)
	#fad57e	Light Gold (static state)
	#e67300	Orange
	#ff9191	Rose (error state)
	#ff5933	Coral
	#414141	Grey
	#999999	Grey (form field)
	#ffffff	White

- 1em = 16px
- line-height is unitless, and uses the suffix “ul” for clarity.

### Style 1 <sup>1</sup> #ffffff – Verb Ultra Italic

1 color for headers for use as H1

	Desktop	Mobile
font-size:	4em   40px	4em   40px
line-height:	1.125ul   45px	1.3ul   52px

### Style 2 <sup>2</sup> #006b93 – Frutiger LT Std - 45 Light

1 color for headers for use as H2

	Desktop	Mobile
font-size:	4.8em   48px	4em   40px
line-height:	0.95ul   46px	1.3ul   52px

### Style 3 <sup>3</sup> #ffffff – Frutiger LT Std - 65 Bold

1 color for headers for use as H3

	Desktop	Mobile
font-size:	2.8em   28px	4em   40px
line-height:	0.85ul   24px	1.15ul   46px

### Style 4 <sup>4</sup> #e67300 – Verb Medium

1 color for headers for use as H4

	Desktop	Mobile
font-size:	1.8em   18px	2.8em   28px
line-height:	2.89ul   52px	1.42ul   40px

### Style 5 <sup>5</sup> #006b93 – Frutiger LT Std - 75 Black

1 color for use as H6

	Desktop	Mobile
font-size:	1.8em   18px	3em   30px
line-height:	1.16ul   21px	1.2ul   36px

### Style 6 <sup>6</sup> #ffffff | 006b93 | ff5933 | 414141 – Frutiger LT Std - 55 Roman

4 variable color for use as H5

	Desktop	Mobile
font-size:	1.6em   16px	2.8em   28px
line-height:	1.25ul   20px	1.42ul   40px

### Style 7 <sup>7</sup> #ffffff – Frutiger LT Std - 65 Bold (Underline: Link)

1 color for Links

	Desktop	Mobile
font-size:	1.4em   14px	3.0em   30px
line-height:	1.21ul   17px	1.2ul   36px

## Abberations

### Desktop

Vertical spacing between H2 and Body Copy should always be 20px.  
H2 should always have a minimum padding above it of 20px.

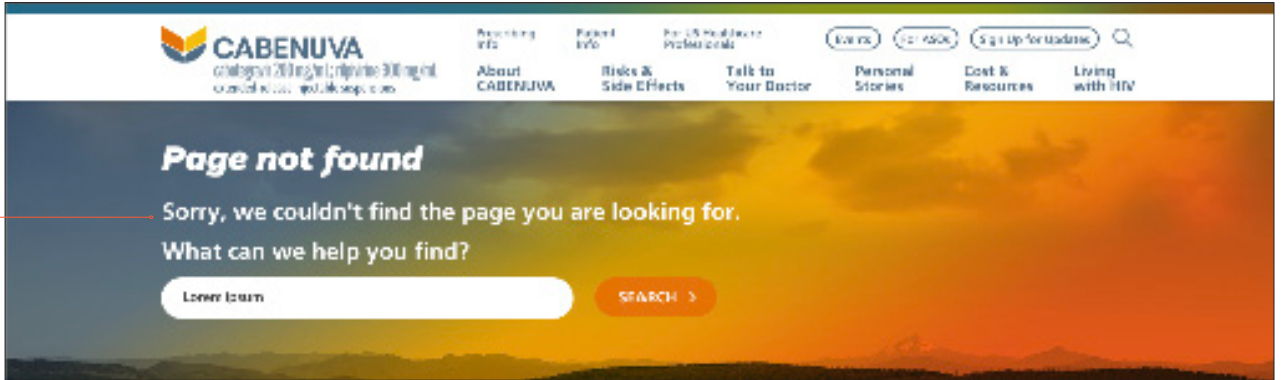
Horizontal and vertical spacing between elements: 50px, and as low as 20px with associated elements.

### Mobile

Vertical spacing between H2 and Body Copy should always be 12px.  
H2 should always have a minimum padding above it of 12px.

Horizontal and vertical spacing between elements: 40px, and as low as 20px with associated elements.

Frutiger LT Std 65 Bold  
28px | 2.8em | #ffffff



Note that the above style is only used for 404 pages.

Verb Ultratolic  
40px | 4em | #506d85

Frutiger LT Std 65 Bold  
32px | 3.2em | #506d85

Frutiger LT Std 55 Roman  
18px | 1.8em | #506d85



Verb Black  
16 | #ffffff

Verb Medium  
16/20 | #ffffff



Verb Ultra Italic  
34px | 3.4em | #506d85

Frutiger LT Std 75 Black  
18px | 1.8em | #e67300

Frutiger LT Std 55 Roman  
18px | 1.8em | #506d85

Frutiger LT Std 65 Bold Underlined  
18px | 1.8em | #e67300

Rule: 1px, #506d85

Frutiger LT Std 45 Light  
46px | 4.6em [-20] | #506d85

Frutiger LT Std 75 Black  
18px | 1.8em [-20] | #506d85

Border: 10px, solid-stroke  
#506d85

## Page Flow

All pages follow a basic flow. The hero leads featuring **S1** type, followed by a subhead in **S2** type. Then follows the first body copy as **S6** depending on if the type is on a colored or gradient background or not. **S3** is frequently used as a subhead for type in the instance of white type on a colored background.

The page concludes with the bottom callouts, and finally the ISI and footer.

## Spacing

### Desktop:

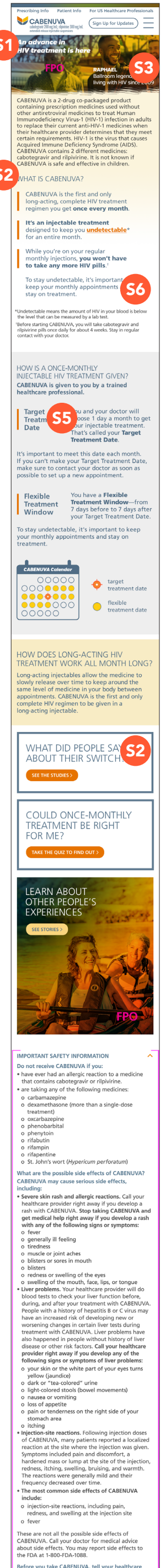
Individual sections within a page should have a 60px vertical gap. When data is in a single section, a 22px gap is preferred.

In instances where the data is broken out into two columns or a quadrant, always keep a 1 column gap between the elements. Use the outer 4 columns of the grid.

### Mobile:

Individual sections within a page should have a 80px vertical gap. When data is in a single section, a 72px gap is preferred.

In mobile, the site should only ever use one column, and elements should stack in the order shown in the psds.



Frutiger LT Std 55 Roman 14px | 1.4em | #414141

Frutiger LT Std 55 Roman 14px | 1.4em | #414141

Frutiger LT Std 65 Bold 18px | 1.8em | #06b93

Frutiger LT Std 65 Bold 18px | 1.8em | #06b93

Dropdown Background #f8eccc

Prescribing Info  
Patient Info  
For US Healthcare Professionals

Events For ASOs Sign Up for Updates

**About CABENUVA**  
Risks & Side Effects  
Talk to Your Doctor  
Personal Stories  
Cost & Resources  
Living with HIV

## EYEBROW STYLES

5 colors are used within the eyebrow. The gradient angle is 13°. There are 6 steps to the gradient:

Hex Color	#226988	#226a88	#899717	#6c762c	#794a15	#794a15
Stop	25.06%	35.39%	35.39%	82.98%	90.48%	100%
Opacity	100%	100%	100%	100%	100%	100%



**ISI** The ISI uses inline bold and italic faces, as well as small caps for the drug name and ISI title.

**Frutiger LT Std 65 Bold**  
18px | 1.8em | #506d85

**Frutiger LT Std 65 Bold**  
16px | 1.6em | #506d85

**Frutiger LT Std 55 Roman**  
16px | 1.6em | #414141

**Frutiger LT Std 65 Bold**  
16px | 1.6em | #414141

**Verb Bold**  
14 | 1.4px | #506d85

**Footer Background**  
#999999

**IMPORTANT SAFETY INFORMATION**

Do not receive CABENUVA if you:

- have ever had an allergic reaction to a medicine that contains cabotegravir or rilpivirine.
- are taking any of the following medicines:
  - carbamazepine
  - dexamethasone (more than a single-dose treatment)
  - oxcarbazepine
  - phenobarbital
  - phenytoin
  - rifabutin
  - rifampin
  - rifapentine
  - St. John's wort (*Hypericum perforatum*)

What are the possible side effects of CABENUVA?  
CABENUVA may cause serious side effects, including:

- **Severe skin rash and allergic reactions.** Call your healthcare provider right away if you develop a rash with CABENUVA. **Stop taking CABENUVA and get medical help right away if you develop a rash with any of the following signs or symptoms:**
  - fever
  - generally ill feeling
  - tiredness
  - muscle or joint aches
  - blisters or sores in mouth
  - blisters
  - redness or swelling of the eyes
  - swelling of the mouth, face, lips, or tongue
- **Liver problems.** Your healthcare provider will do blood tests to check your liver function before, during, and after your treatment with CABENUVA. People with a history of hepatitis B or C virus may have an increased risk of developing new or worsening changes in certain liver tests during treatment with CABENUVA. Liver problems have also happened in people without history of liver disease or other risk factors. **Call your healthcare provider right away if you develop any of the following signs or symptoms of liver problems:**
  - your skin or the white part of your eyes turns yellow (jaundice)
  - dark or "tea-colored" urine
  - light-colored stools (bowel movements)
  - nausea or vomiting
  - loss of appetite
  - pain or tenderness on the right side of your stomach area
  - itching
- **Injection-site reactions.** Following injection doses of CABENUVA, many patients reported a localized reaction at the site where the injection was given. Symptoms included pain and discomfort, a hardened mass or lump at the site of the injection, redness, itching, swelling, bruising, and warmth. The reactions were generally mild and their frequency decreased over time.
- **The most common side effects of CABENUVA include:**
  - injection-site reactions, including pain, redness, and swelling at the injection site
  - fever

These are not all the possible side effects of CABENUVA. Call your doctor for medical advice about side effects. You may report side effects to the FDA at 1-800-FDA-1088.

Before you take CABENUVA, tell your healthcare provider if you:

- have ever had a severe skin rash or an allergic reaction to cabotegravir or rilpivirine.
- have or have had liver problems, including hepatitis B or C infection.
- have ever had mental health problems.
- are pregnant or plan to become pregnant. It is not known if CABENUVA will harm your unborn baby. CABENUVA can remain in your body for up to 12 months or longer after the last injection.
- are breastfeeding or plan to breastfeed. **Do not breastfeed if you take CABENUVA.** You should not breastfeed if you have HIV-1 because of the risk of passing HIV-1 to your baby. It is not known if CABENUVA can pass to your baby in your breast milk.

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Some medicines interact with CABENUVA. Keep a list of your medicines, and show it to your healthcare provider and pharmacist when you get a new medicine.

- You can ask your healthcare provider or pharmacist for a list of medicines that interact with CABENUVA.
- Do not start taking a new medicine without telling your healthcare provider. Your healthcare provider can tell you if it is safe to take CABENUVA with other medicines.

How will I receive CABENUVA?

- Your healthcare provider will inject CABENUVA into the muscle of each side of your buttocks.
- You will receive CABENUVA as 2 injections (cabotegravir and rilpivirine), once a month.
- Before receiving your first injection doses of CABENUVA, your healthcare provider will have you take one VOCABRIA (cabotegravir) tablet and one EDURANT (rilpivirine) tablet once a day for one month. This will allow your healthcare provider to assess how well you tolerate these medicines.
- After 1 month of dosing with tablets, the injections will be 3 mL (600 mg) of cabotegravir and 3 mL (900 mg) of rilpivirine.
- After the initial injection and onward, the monthly injections will be 2 mL (400 mg) of cabotegravir and 2 mL (600 mg) of rilpivirine.
- CABENUVA is a long-acting medication.
- If you stop treatment, CABENUVA may remain in your system for one year or more after your last injection. Stay in regular contact with your healthcare provider.
- It is important that you attend your planned appointments to receive your injection doses of CABENUVA.
- If you miss an injection dose by more than 7 days, plan to miss a dose, or stop treatment with CABENUVA, you will need to take other medicines to treat your HIV-1 infection and reduce the risk of developing viral resistance. Call your healthcare provider right away to discuss your treatment options.

What is CABENUVA?

CABENUVA is a 2-drug co-packaged product containing prescription medicines used without other antiretroviral medicines to treat Human Immunodeficiency Virus-1 (HIV-1) infection in adults to replace their current anti-HIV-1 medicines when their healthcare provider determines that they meet certain requirements. HIV-1 is the virus that causes Acquired Immune Deficiency Syndrome (AIDS). CABENUVA contains 2 different medicines: cabotegravir and rilpivirine. It is not known if CABENUVA is safe and effective in children.

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

Please read the [Patient Information](#) for CABENUVA and discuss it with your healthcare provider.

CABENUVA and VOCABRIA are trademarks owned by or licensed to the ViiV Healthcare group of companies.

The other brand listed is a trademark owned by or licensed to its respective owner and is not a trademark owned by or licensed to the ViiV Healthcare group of companies. The maker of this brand is not affiliated with and does not endorse the ViiV Healthcare group of companies or its products.

**ViiV Healthcare**

**ViiVConnect**

For information on access and coverage to help you get your prescribed ViiV Healthcare medications  
Insured • Underinsured • Uninsured

**LEARN MORE**

1-844-588-3288 (toll free)  
Monday-Friday, 8AM-11PM (ET)

[www.viivconnect.com](http://www.viivconnect.com)

This website is funded and developed by ViiV Healthcare. This site is intended for US residents only.

©2019 ViiV Healthcare or licensor. CBTCNT190010 March 2020 Produced in USA.

Terms of Use | Privacy Policy | Medicine Savings | Contact Us | Unsubscribe | Sitemap

## Footer

The footer begins with the ViiV logo, with the ViiVConnect logo underneath. Text is centered horizontally and vertically beneath the ViiVConnect logo. On hover, text becomes #f6be00

**Desktop:** Height of the footer bar is 48px.

**Mobile:** Height of each footer bar is 72px, with 2px of space between each bar.

### Footer Legal Styles:

#506d85 – Verb Bold | 1 color for legal text.

**Desktop:** font-size, 0.875em | 14px  
line-height, 1.43ul | 20px

**Mobile:** font-size, 0.875em | 28px  
line-height, 1.43ul | 40px

# Buttons

## Shape/Size & Specs

All Buttons should use the rectangle shape with corner radius at 25px for Desktop and 45px for Mobile.

The Default State background color is #e67300.



#FFFFFF – Frutiger LT Std 65 Bold

1 color for button text

	Desktop	Mobile
<b>font-size:</b>	1.8em   18px	3.6em   36px
<b>button height:</b>	50px	90px
<b>button width:</b>	246px	354px
<b>corner radius:</b>	25px	45px

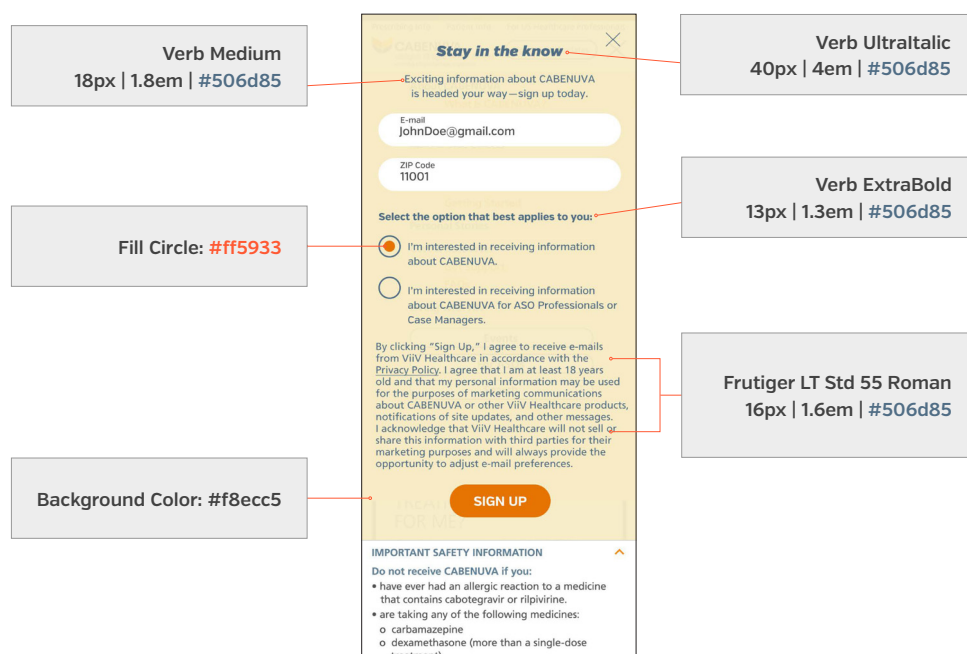
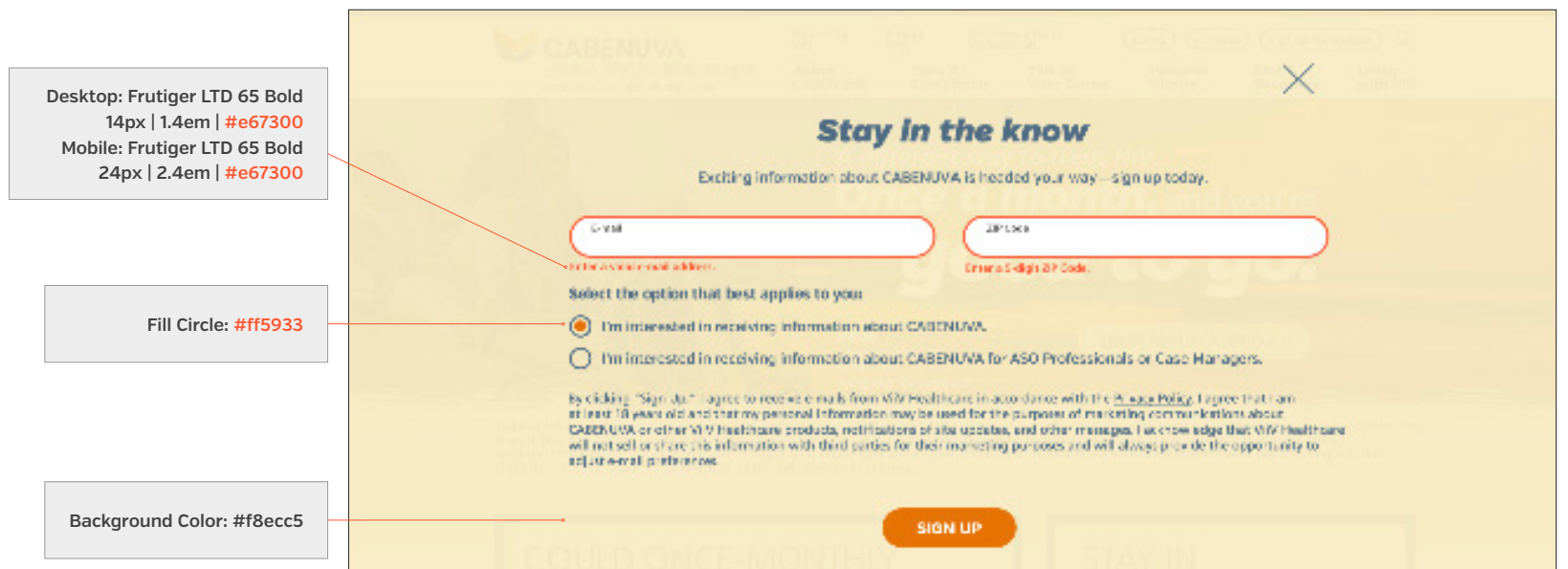
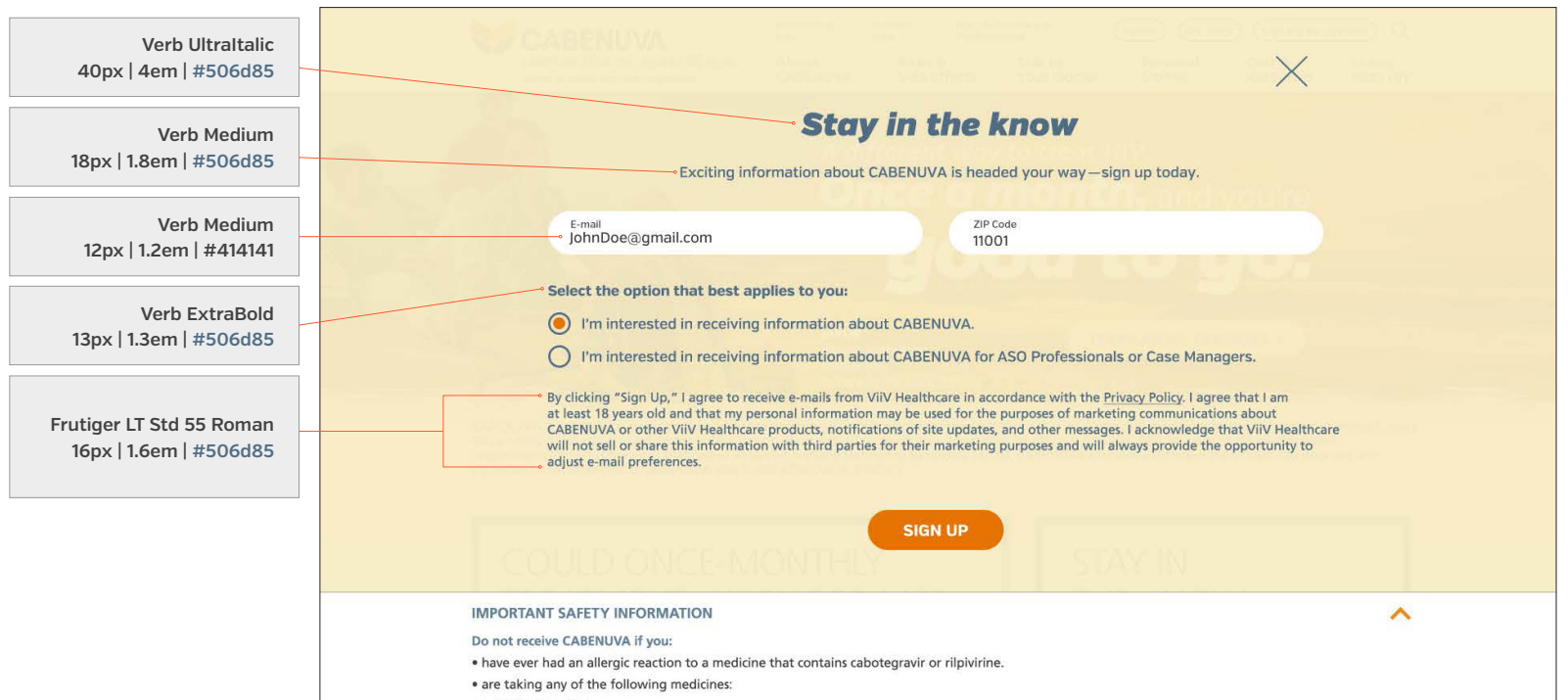
# Form Fields & Errors/CRMs

## Form Field Errors

When there is an input error, the grey [#999999] field type **4** shrinks and the field is outlined in Coral.

For Mobile, the form field **error button** receives a 4px outline and type shrinks to 22px [.6875em]. Color is **#e67300**.

For Desktop, the form field **error button** receives a 2px outline and type shrinks to 12px [.75em]. Color is **#e67300**.



# Event Calendar Modals

Verb Medium  
18px | 1.125em | #506d85

Frutiger LT Std 65 Bold  
28px | 2.8em | #506d85

LEARN MORE ABOUT CABENUVA AT A FREE EVENT

Show me:  Live Events  Online Events  Both Show events near:

SEPTEMBER  
**16**  
WED  
**6:00**  
PM | EST

**Lorem Ipsum  
Event Name**  
[FPO] Street Address  
City, State ZIPcode

[FPO] Event description. Lorem ipsum  
dolor sit amet, consectetur adipiscing  
elit, sed do eiusmod tempor.

SEPTEMBER  
**16**  
WED  
**6:00**  
PM | EST

**Lorem Ipsum  
Event Name**  
[FPO] Street Address  
City, State ZIPcode

[FPO] Event description. Lorem ipsum  
dolor sit amet, consectetur adipiscing  
elit, sed do eiusmod tempor.

SEPTEMBER  
**16**  
WED  
**6:00**  
PM | EST

**Lorem Ipsum  
Event Name**  
[FPO] Street Address  
City, State ZIPcode

[FPO] Event description. Lorem ipsum  
dolor sit amet, consectetur adipiscing  
elit, sed do eiusmod tempor.

Background Color  
# f8ecc5

Frutiger LT Std 65 Bold  
16px | 1.6em | #506d85

Frutiger LT Std 45 Light  
46px | 4.6em | #506d85

Frutiger LT Std 65 Bold  
22px | 2.2em | #506d85

Frutiger LT Std 55 Roman  
18px | 1.8em | #506d85

Frutiger LT Std 55 Roman  
18px | 1.8em | #506d85

Background Color  
#e6e5e5

SEPTEMBER  
**16**  
WED  
**6:00**  
PM | EST

**Lorem Ipsum  
Event Name**  
[FPO] Street Address  
City, State ZIPcode

[FPO] Event description. Lorem ipsum  
dolor sit amet, consectetur adipiscing  
elit, sed do eiusmod tempor.

Prescribing Info | Patient Info | For US Healthcare Professionals | Events | For ASOs | Sign Up for Updates

About CABENUVA | Risks & Side Effects | **Talk to Your Doctor** | Personal Stories | Cost & Resources | Living with HIV

## How to have the CABENUVA conversation

MICHELLE  
Music lover, mother, living with HIV since 1988

GET READY FOR YOUR DOCTOR'S APPOINTMENT BY THINKING ABOUT THESE THINGS:

- 1 How you feel about daily treatment**  
Do you ever worry about whether or not you've taken your pills? Or find it challenging to take a pill each day? Take some time to reflect on your daily treatment routine and consider if there's anything about it you'd like to change.
- 2 Could once-monthly treatment fit your lifestyle?**  
Instead of an HIV treatment you take every day, CABENUVA is an injectable treatment you get once every month. Could that make a difference in your day to day?
- 3 Switching from your current HIV treatment**  
Everyone's life is different. Does your schedule allow for a doctor's appointment every month? Is there anything else you may need to consider in order to make it to a monthly treatment appointment? For more treatment thought starters, see [frequently asked questions](#).

Curious if CABENUVA is right for you? Answer these questions to find out.

TAKE THE QUIZ >

**CABENUVA**  
cabotegravir 200 mg/mL; rilpivirine 300 mg/mL  
extended-release injectable suspensions

READ FULL TRANSCRIPT +

### THE CABENUVA QUIZ

By now you've started thinking a bit more about your treatment needs—well done. Keep up the good work by answering a few questions that can help you have a more open conversation with your doctor.

Does your daily HIV treatment ever cause you to worry about any of the following things?  
*(select all that apply)*

- Missing or forgetting a dose
- Refilling my HIV pills
- Losing my HIV pills
- Taking my HIV treatment around other people
- Other people finding my HIV treatment
- Traveling with my HIV treatment
- I don't worry much when it comes to my daily HIV treatment

Ellipse | 42px | #ffb000

Verb Ultra Italic  
29px | 2.9em | #506d85

Frutiger LT Std 65 Bold  
28px | 2.8em | #506d85

970x547px  
Window

Frutiger LT Std 65 Bold  
18px | 1.8em | #506d85

Ellipse | 25px round | #506d85

Verb Ultra Italic  
40px | 4em | #506d85

Verb Ultra Italic  
36px | 3.6em | #506d85

Background Color  
#ffffff | 90% Opacity

Border: 10px, solid-stroke  
#e67300

Background Color  
#e67300 | 100% Opacity

Frutiger LT  
Std 65 Bold  
28px | 2.8em  
#506d85

Background Color  
#fad57d  
100% Opacity

### THE CABENUVA QUIZ

By now you've started thinking a bit more about your treatment needs—well done. Keep up the good work by answering a few questions that can help you have a more open conversation with your doctor.

**Thanks for your answers. Here are some things you might want to talk to your doctor about.**

**You said that you currently:**

- Don't like taking pills every day
- Feel that it can be a challenge to take pills every day
- Worry about taking your HIV medication around others
- Worry about traveling with your HIV medication

**You may also want to talk about these things:**

- Your life on daily HIV treatment
- How a once-a-month treatment works
- Switching from your current treatment to CABENUVA

Sharing this information with your doctor can be a helpful way to start an open conversation. Fill in your [e-mail address] [phone number] below, and we'll send it your way.

E-mail/Phone  **SEND NOW**

#### WANT MORE INFORMATION?

**LEARN ABOUT CABENUVA >**

#### STAY IN THE KNOW


Get the latest information about CABENUVA.

**SIGN UP >**

#### DOCTOR DISCUSSION GUIDE

A guide to help you talk to your doctor.

**DOWNLOAD >**



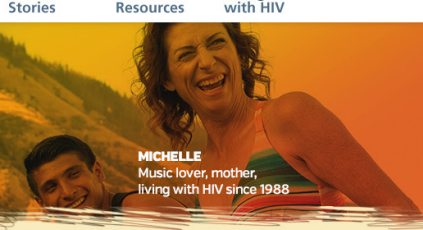
[Prescribing Info](#)
[Patient Info](#)
[For US Healthcare Professionals](#)

[Events](#)
[For ASOs](#)
[Sign Up for Updates](#)

[About CABENUVA](#)
[Risks & Side Effects](#)
[Talk to Your Doctor](#)

[Personal Stories](#)
[Cost & Resources](#)
[Living with HIV](#)

## Starting CABENUVA



**MICHELLE**  
Music lover, mother,  
living with HIV since 1988

You may be wondering about the process of switching from your daily HIV treatment to once-monthly injectable CABENUVA. Learn about getting started and be sure to ask your doctor any questions that come up.

### 3 STEPS TO GETTING STARTED

**READY**

Verify insurance coverage

Once your doctor prescribes CABENUVA, your doctor's office and a ViiVConnect coordinator will help you figure out your insurance coverage and how much CABENUVA might cost.

**SET**

Take starter pills

Before starting monthly injections, your doctor will start you out with pills that contain the 2 medicines in CABENUVA, to see how your body responds.

**GO**

Begin once-a-month CABENUVA

You'll receive your injectable treatment around the same day every month. To stay undetectable,\* it's important to keep your monthly appointments and stay on treatment.

\*Undetectable means the amount of HIV in your blood is below the level that can be measured by a lab test (less than 50 copies/mL).

Frutiger LT Std 55 Roman  
18px | 1.8em | #ffffff

Frutiger LT Std 55 Roman  
12px | 1.2em | #414141

Frutiger LT Std 65 Bold  
22px | 2.2em | #506d85

# Callout Background Style

The screenshot shows a website page for CABENUVA. The top navigation bar includes links for Prescribing Info, Patient Info, For US Healthcare Professionals, About CABENUVA, Risks & Side Effects, Talk to Your Doctor, Personal Stories, Cost & Resources, and Living with HIV. The main content area features a hero image with the text "Living with HIV" and a testimonial from ROBIN. Below this is a section titled "WHAT DOES UNDETECTABLE MEAN FOR THE HIV+ COMMUNITY?" followed by a list of bullet points. A callout box highlights the section "HOW HIV TREATMENT HAS CHANGED" with the following text:

**HOW HIV TREATMENT HAS CHANGED**

- We've come a long way from the days of treatment regimens that required taking multiple medications to control HIV. In fact, multiple pills sometimes had to be taken more than once a day to help keep the virus at bay.
- The treatment landscape shifted quite a bit in 2006. That was when the first once-daily single-tablet regimen was approved in the US. And that meant that people diagnosed with HIV were able to reach undetectable with single-pill regimens, each containing 3 or 4 medicines.
- Today, there are single-pill regimens that contain just 2 medicines to treat HIV.

**Background Color #e6e6e6 | 100% Opacity**

# Calendar Modal

The screenshot shows a "Add to Calendar" modal with four buttons: OUTLOOK CALENDAR, GOOGLE CALENDAR, APPLE CALENDAR, and YAHOO CALENDAR. A close button (X) is located in the top right corner. The modal is overlaid on a background showing a clock and location information.

**Background Color #f8e6c5 | 96% Opacity**

**Verb Ultratolic 40px | 4em | #506d85**

**Rounded corner button 27px diameter | 0.762em | #e67300**

**Frutiger LT Std 65 Bold 18px | 1.8em | #ffffff**

**Close Button 1.5px stroke | 40px across #506d85**

**CABENUVA**  
cabotegravir 200 mg/mL; rilpivirine 300 mg/mL  
extended-release injectable suspensions

Prescribing Info | Patient Info | For US Healthcare Professionals | Events | For ASOs | Sign Up for Updates

About CABENUVA | Risks & Side Effects | Talk to Your Doctor | Personal Stories | Cost & Resources | Living with HIV

**Real people's experiences on CABENUVA**

**Orlando** FPO  
Video Play Button 60px round | #e67300

**Mark** FPO

**Nicolas** FPO

558x578px Window | 394x578px Window | 570x578px Window

Frutiger LT Std 65 Bold 28px | 2.8em | #506d85

Starting CABENUVA is a decision you and your doctor will make together. Watch below to hear one person's story.

970x547px Window

**CABENUVA**  
cabotegravir 200 mg/mL; rilpivirine 300 mg/mL  
extended-release injectable suspensions

Prescribing Info | Patient Info | For US Healthcare Professionals | Events | For ASOs | Sign Up for Updates

About CABENUVA | Risks & Side Effects | Talk to Your Doctor | Personal Stories | Cost & Resources | Living with HIV

**Real people's experiences on CABENUVA**

**Orlando** FPO | **Mark** FPO | **Nicolas** FPO

Starting CABENUVA is a decision you and your doctor will make together. Watch below to hear one person's story.

READ FULL TRANSCRIPT

**SHARE YOUR STORY**  
If you're already on CABENUVA, you may be interested in sharing your experience.  
LEARN HOW >

**IS ONCE-MONTHLY TREATMENT RIGHT FOR YOU?**  
Here's how to have that CABENUVA conversation with your doctor.  
WHAT TO DISCUSS >

**WANT MORE INFORMATION?**  
LEARN ABOUT CABENUVA >

**IMPORTANT SAFETY INFORMATION**

Do not receive CABENUVA if you:

- have ever had an allergic reaction to a medicine that contains cabotegravir or rilpivirine.
- are taking any of the following medicines:
  - carbamazepine
  - dexamethasone (more than a single-dose treatment)
  - methamphetamine
  - phenobarbital
  - phenylephrine
  - rifabutin
  - rifampin
  - rifapentine
  - St. John's wort (Hypericum perforatum)

What are the possible side effects of CABENUVA?  
CABENUVA may cause serious side effects, including:

- severe skin rash and allergic reactions. Call your healthcare provider right away if you develop a rash with CABENUVA. Stop taking CABENUVA and get medical help right away if you develop a rash with any of the following signs or symptoms:
  - fever
  - generally it feeling
  - tiredness
  - muscle or joint aches
  - blisters or sores in mouth
  - dizziness
  - redness or swelling of the eyes



# Profile Videos (cont'd)

272x578px  
Window

100x578px  
Window

1152x578px  
Window

**Header:**  
 Prescribing info | Patient info | For US Healthcare Professionals | Events | For ASOs | Sign Up for Updates | Search

**Navigation:**  
 About CABENUVA | Risks & Side Effects | Talk to Your Doctor | Personal Stories | Cost & Resources | Living with HIV

**Hero Section:**  
 Here's what the CABENUVA clinical trials showed  
 JAKUB: Fitness enthusiast, fashionista, living with HIV since 2011

**Stat:**  
 98% of people who switched to CABENUVA preferred once-a-month injections over their previous daily pill regimen.\*\*

**Section 1: CAN CABENUVA KEEP ME UNDETECTABLE?**  
 Once-a-month CABENUVA is an HIV treatment proven to be as effective as daily pills<sup>1</sup> at keeping people undetectable.<sup>1</sup>

**CABENUVA was studied:**

- In 2 open-label<sup>1</sup> clinical studies
- With more than 1,000 patients
- Over a 48-week period

**People were already undetectable and divided into 2 equal groups:**

- Those who switched to CABENUVA
- Those who continued on their current daily pill regimen

**About 9 out of 10 people** remained undetectable,<sup>2</sup> whether they were on daily HIV pills or CABENUVA.

**Who was in the studies?**  
 Participants represented a diverse group of people living with HIV, including:

- Women, including transgender women
- African Americans
- Hispanics
- People aged 50 and older

<sup>1</sup>Regimens contained dolutegravir and 2 nucleoside reverse transcriptase inhibitors (NRTIs).  
<sup>2</sup>Undetectable means the amount of HIV in your blood is below the level that can be measured by a lab test (less than 50 copies/mL).  
<sup>3</sup>Both patients and their doctors knew which treatments patients were taking.

**Section 2: WERE THERE SIDE EFFECTS?**  
 79% of side effects reported in the clinical trials were mild to moderate.<sup>3</sup>

Aside from injection-site reactions, the most common side effects were:

Side Effect	Switched to CABENUVA	Continued on Daily Pill Regimen
Headache	4%	<1%
Fever	4%	0%
Nausea	3%	1%

**3%** of patients on CABENUVA stopped treatment due to side effects.\*

These are not the only side effects of CABENUVA. [See the Risks & Side Effects page.](#) Always tell your doctor if you experience any side effect.

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

**Section 3: DID PEOPLE EXPERIENCE INJECTION-SITE REACTIONS?**  
 Injection-site reactions are common with injectable treatments and may include irritation or pain at the site of an injection.

- 81%** of people in the clinical trials experienced injection-site reactions.\*
- 1%** of people discontinued CABENUVA during clinical trials due to injection-site reactions.\*
- 99%** of injection-site reactions were mild to moderate.\*\*

\*\*Mild side effects are Grade 1; moderate are Grade 2.

Ellipse | 80px | #f9cf42

Verb ExtraBold  
33px | 3.3em | #506d85

Background Color  
#eeeeee | 100% Opacity

Rounded Corner Table  
0.125 radius | #e67300

Frutiger LT Std 65 Bold  
18px | 1.8em | #ffffff

Background Color  
#ffffff | 100% Opacity

Rounded Corner Table  
0.125 radius | #506d85

Rounded Corner Table  
0.125 radius | #93a09f

Frutiger LT Std 55 Roman  
18px | 1.8em | #506d85

**Stroke | 8px wide**  
**#e67300 | 100% Opacity**

**Stroke | 8px wide**  
**#e67300 | 100% Opacity**

**Space | 14px | #ffffff**

**Background Color**  
**#f8ecc5 | 100% Opacity**

**CABENUVA**  
cabotegravir 200 mg/mL; rilpivirine 300 mg/mL  
extended-release injectable suspensions

Prescribing info | Patient info | For US Healthcare Professionals | Events | For ASOs | Sign Up for Updates

About CABENUVA | Risks & Side Effects | Talk to Your Doctor | Personal Stories | Cost & Resources | Living with HIV

## An Advance in HIV Treatment is here

**RAPHAEL**  
Ballroom legend, traveler, living with HIV since 2009

CABENUVA is a 2-drug co-packaged product containing prescription medicines used without other antiretroviral medicines to treat Human Immunodeficiency Virus-1 (HIV-1) infection in adults to replace their current anti-HIV-1 medicines when their healthcare provider determines that they meet certain requirements. HIV-1 is the virus that causes Acquired Immune Deficiency Syndrome (AIDS). CABENUVA contains 2 different medicines: cabotegravir and rilpivirine. It is not known if CABENUVA is safe and effective in children.

### WHAT IS CABENUVA?

CABENUVA is the first and only long-acting, complete HIV treatment regimen you get **once every month**.

While you're on your regular monthly injections, **you won't have to take any more HIV pills.**<sup>1</sup>

It's an **injectable treatment** designed to keep you **undetectable**<sup>\*</sup> for an entire month.

To stay undetectable, it's important to keep your monthly appointments and stay on treatment.

\*Undetectable means the amount of HIV in your blood is below the level that can be measured by a lab test.  
<sup>1</sup>Before starting CABENUVA, you will take cabotegravir and rilpivirine pills once daily for about 4 weeks. Stay in regular contact with your doctor.

### HOW IS A ONCE-MONTHLY INJECTABLE HIV TREATMENT GIVEN?

CABENUVA is given to you by a trained healthcare professional.

**Target Treatment Date**

You and your doctor will choose 1 day a month to get your injectable treatment. That's called your **Target Treatment Date**.

It's important to meet this date each month. If you can't make your Target Treatment Date, make sure to contact your doctor as soon as possible to set up a new appointment.

**Flexible Treatment Window**

You have a **Flexible Treatment Window**—from 7 days before to 7 days after your Target Treatment Date.

To stay undetectable, it's important to keep your monthly appointments and stay on treatment.

**CABENUVA Calendar**

target treatment date  
flexible treatment date

### HOW DOES LONG-ACTING HIV TREATMENT WORK ALL MONTH LONG?

Long-acting injectables allow the medicine to slowly release over time to keep around the same level of medicine in your body between appointments. CABENUVA is the first and only complete HIV regimen to be given in a long-acting injectable.