

**CTA Button Link:**  
[https://www.descovy.com/  
real-stories/south?patient=Oli](https://www.descovy.com/real-stories/south?patient=Oli)

**CTA Button Link:**  
[https://www.descovy.com/  
what-is-descovy-for-prep](https://www.descovy.com/what-is-descovy-for-prep)



**SUBJECT LINE + PRE-HEADER OPTIONS:**

**SL 1:** Chapter #1: Welcome to the Starter Series. [42/50]

**PH 1:** Get started with your medication option. [40/50]

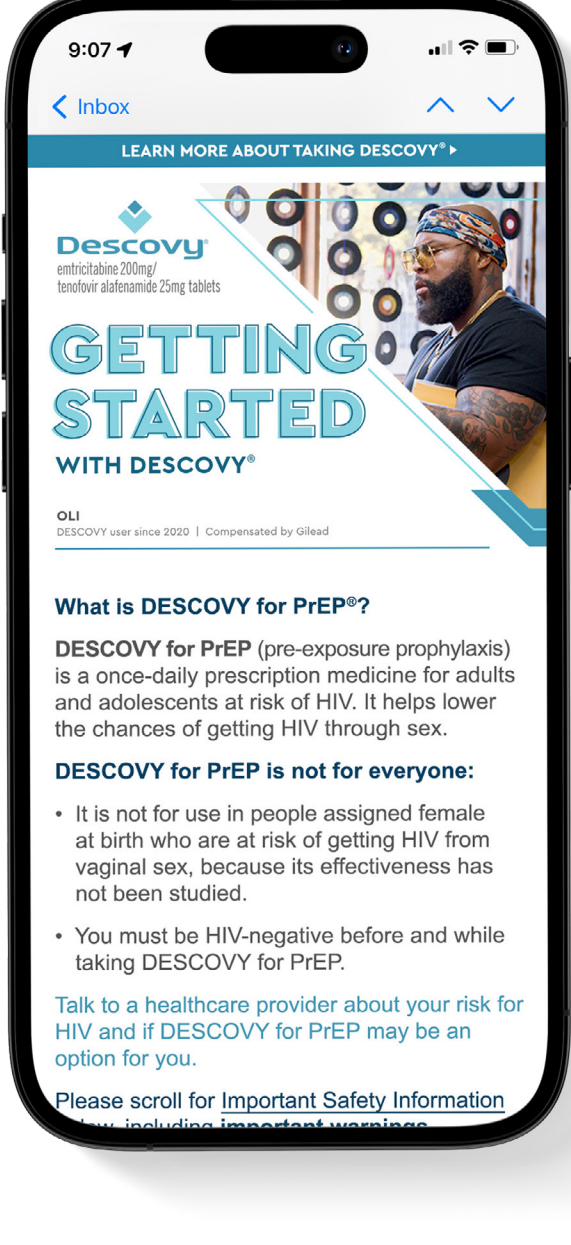
**SL 2:** You registered for the Starter Series. [38/50]

**PH 2:** This will help you get started. [31/50]

**SL 3:** Welcome to the Starter Series. [30/50]

**PH 3:** Getting started with your new medication option. [48/50]





From: [The Starter Series](#)  
To: John Doe <[john.doe@example.com](mailto:john.doe@example.com)>

SS

**Chapter #2: Get to know your PrEP option**

Monday, June 5, 10:54 AM

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**What is DESCOVY for PrEP?**

DESCOVY for PrEP (pre-exposure prophylaxis) is a once-daily prescription medicine for adults and adolescents at risk of HIV. It helps lower the chances of getting HIV through sex.

**DESCOVY for PrEP is not for everyone:**

- It is not for use in people assigned female at birth who are at risk of getting HIV from vaginal sex, because its effectiveness has not been studied.
- You must be HIV-negative before and while taking DESCOVY for PrEP.

Talk to a healthcare provider about your risk for HIV and if DESCOVY for PrEP may be an option for you.

Please scroll for [Important Safety Information](#) below, including [important warnings](#).



Now that you and your healthcare provider have made the decision to start taking DESCOVY, the smallest PrEP pill available, here are a few things to remember as you incorporate it into your daily routine:

- ✔ Take one pill once a day, with or without food
- ✔ Take DESCOVY every day, not just when you think you have been exposed to HIV
- ✔ Do not miss any doses of DESCOVY. Missing doses may increase your risk of getting HIV

As you're getting started, keep in mind why you're doing this—for your HIV prevention. Keep scrolling to learn how effective DESCOVY is when you take it as prescribed.

**IMPORTANT SAFETY INFORMATION**

**What is the most important information I should know about DESCOVY for PrEP?**

**Before and while taking DESCOVY for PrEP:**

- **You must be HIV-negative before you start and while taking DESCOVY for PrEP.** You must get tested for HIV-1 immediately before and at least every 3 months while taking DESCOVY. If you think you were exposed to HIV-1, tell your healthcare provider right away. They may want to do more tests to confirm that you are still HIV-negative.
- **Many HIV-1 tests can miss HIV-1 infection in a person who has recently become infected.** Tell your healthcare provider if you had a flu-like illness within the last month before starting or while taking DESCOVY. Symptoms of new HIV-1 infection include tiredness, fever, joint or muscle aches, headache, sore throat, vomiting, diarrhea, rash, night sweats, and/or enlarged lymph nodes in the neck or groin.
- **DESCOVY by itself is not a complete treatment for HIV-1.** Do not take DESCOVY for PrEP unless you are confirmed to be HIV-1 negative.
- **DESCOVY does not prevent other sexually transmitted infections (STIs).** Practice safer sex by using a latex or polyurethane condom to reduce the risk of getting STIs.
- **To further help reduce your risk of getting HIV-1:**
  - Do not miss any doses of DESCOVY. Missing doses may increase your risk of getting HIV-1.
  - Know your HIV status and the HIV status of your partners. If your partner is living with HIV, your risk of getting HIV is lower if your partner consistently takes HIV treatment every day.
  - Get tested for other STIs. Some STIs make it easier for HIV-1 to infect you.
  - Talk to your healthcare provider about all the ways to help reduce HIV risk.

**DESCOVY can cause serious side effects:**

- **Worsening of hepatitis B (HBV) infection.** Your healthcare provider will test you for HBV. If you have HBV and stop taking DESCOVY, your HBV may suddenly get worse. Do not stop taking DESCOVY without first talking to your healthcare provider, as they will need to check your health or give you HBV medicine.

**Continue to scroll for more Important Safety Information.**

DESCOVY IS  
**99.7%  
EFFECTIVE**  
WHEN TAKEN AS PRESCRIBED

In a 2-year study, 99.7% of people taking DESCOVY for PrEP stayed HIV-negative. The clinical study showed that DESCOVY for PrEP worked as well as another oral PrEP option. You can [learn more about the clinical trial here](#).

**About the study**

The DISCOVER trial recruited people who were among the most at risk for getting HIV through sex. The study included real people with diverse backgrounds and sexual practices who didn't always use condoms, and some participants had sexually transmitted infections (STIs). All study participants were either men who have sex with men or transgender women who have sex with men.

The results were analyzed when everyone had been in the study for at least 2 years (~96 weeks). At that point:

- 8** 8 out of 2670 people taking DESCOVY\* tested HIV-positive during the clinical study.\*
- 99.7%** 99.7% on DESCOVY stayed HIV-negative.
- 15** 15 out of 2665 people taking TRUVADA\*\* tested HIV-positive during the clinical study.\*
- 99.4%** 99.4% on TRUVADA stayed HIV-negative.

\*1 of these 8 people was suspected to have HIV before the study began.

\*\*TRUVADA (emtricitabine 200 mg/tenofovir disoproxil fumarate 300 mg) tablets.

\*4 of these 15 people were suspected to have HIV before the study began.

**Common side effects** in people taking DESCOVY for PrEP are diarrhea, nausea, headache, fatigue, and stomach pain. Tell your healthcare provider if you have any side effects that bother you or do not go away.

**IMPORTANT SAFETY INFORMATION (CONT'D)**

**Who should not take DESCOVY for PrEP?**

Do not take DESCOVY for PrEP if you:

- **Already have HIV-1 or if you do not know your HIV-1 status.** If you have HIV-1, you need to take other medicines with DESCOVY to treat HIV-1. If you have HIV-1 and take only DESCOVY, your HIV-1 may become harder to treat now and in the future.

**What are the other possible side effects of DESCOVY for PrEP?**

Serious side effects of DESCOVY may also include:

- **Kidney problems, including kidney failure.** Your healthcare provider should do blood and urine tests to check your kidneys before and during treatment with DESCOVY. If you develop kidney problems, your healthcare provider may tell you to stop taking DESCOVY.
- **Too much lactic acid in your blood** (lactic acidosis), which is a serious but rare medical emergency that can lead to death. Tell your healthcare provider right away if you get these symptoms: weakness or being more tired than usual, unusual muscle pain, being short of breath or fast breathing, stomach pain with nausea and vomiting, cold or blue hands and feet, feel dizzy or lightheaded, or a fast or abnormal heartbeat.
- **Severe liver problems,** which in rare cases can lead to death. Tell your healthcare provider right away if you get these symptoms: skin or the white part of your eyes turns yellow, dark "tea-colored" urine, light-colored stools, loss of appetite for several days or longer, nausea, or stomach-area pain.

**Common side effects** in people taking DESCOVY for PrEP are diarrhea, nausea, headache, fatigue, and stomach pain. Tell your healthcare provider if you have any side effects that bother you or do not go away.

**What should I tell my healthcare provider before taking DESCOVY for PrEP?**

- **All your health problems.** Be sure to tell your healthcare provider if you have or have had any kidney or liver problems, including hepatitis.
- **All the medicines you take,** including prescription and over-the-counter medicines, vitamins, and herbal supplements. DESCOVY may interact with other medicines. Keep a list of all your medicines and show it to your healthcare provider and pharmacist when you get a new medicine.

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 see [Important Facts](#) about DESCOVY for PrEP, including [important warnings](#).

\*\*\*\*\*



DESCOVY naturally fits into my routine. I take my pill every morning after my coffee.

[CHECK OUT HIS STORY](#)

**NEXT UP IN THE STARTER SERIES**

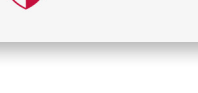
Hear from real users about why they take DESCOVY, and why it was the right decision for them.

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You have received this email because you have signed up to receive information about DESCOVY. If you no longer wish to receive this information, you can [unsubscribe here](#).

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**SUBJECT LINE + PRE-HEADER OPTIONS:**

**SL 1:** Chapter #2: Get to know your PrEP option. [41/50]  
**PH 1:** How you can make it part of your day. [37/50]

**SL 2:** Here's the 101 on your PrEP option. [35/50]  
**PH 2:** This will help you get started. [31/50]

**SL 3:** Welcome to the Starter Series. [30/50]  
**PH 3:** Getting started with your new medication option. [48/50]

**Link:**  
<https://www.descovy.com/descovy-for-prep-dosage>

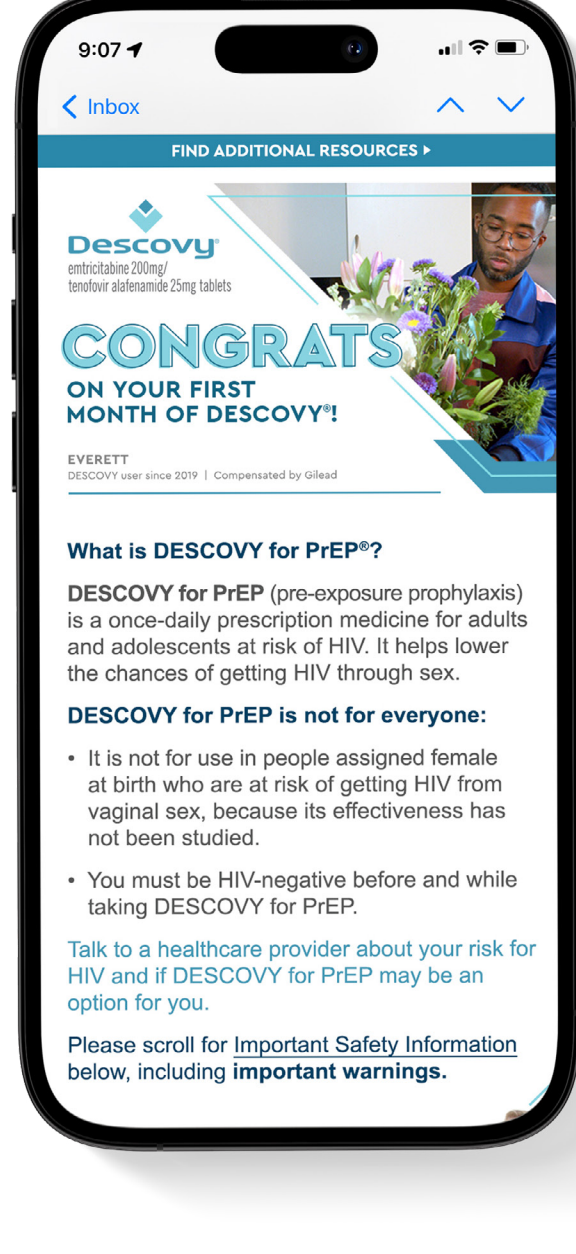
**Link:**  
<https://www.descovy.com/clinical-trial-efficacy-results>

**Link:**  
<https://www.descovy.com/real-stories/northeast?patient=Kevin>









**Link:**  
<https://www.descovy.com/real-stories/south?patient=Sergio>

**Link:**  
<https://www.descovy.com/real-stories>

From: [The Starter Series](#)  
 To: [John Doe <john.doe@example.com>](#)

**Chapter #4: Your PrEP Option**  
 Monday, June 5, 10:54 AM

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 Please see [Important Facts](#), including [important warnings](#).

FIND ADDITIONAL RESOURCES ►



**CONGRATS**  
 ON YOUR FIRST MONTH OF DESCOVY!

EVERETT  
 DESCOVY user since 2019 | Compensated by Gilead

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- You must be HIV-negative before and while taking DESCOVY for PrEP.

Talk to a healthcare provider about your risk for HIV and if DESCOVY for PrEP may be an option for you.

Please scroll for [Important Safety Information](#) below, including [important warnings](#).



Every day we try to make the right choices for our health. Remembering to wear sunscreen. Trying to eat a healthy breakfast in the morning. Even remembering to floss every now and then. When making decisions that could have lasting benefits, we want to feel like we are making the right choice.



**Choosing DESCOVY for PrEP for HIV prevention along with your healthcare provider is a decision you can feel good about incorporating into your lifestyle.** Especially now that you've reached the 30-day mark and you're getting the hang of your one pill, once a day routine.



And, if it helps, know that many others across the country have started and are sticking to DESCOVY®. Below, you'll hear from a few of those users who have made DESCOVY a part of their day to day.

**IMPORTANT SAFETY INFORMATION**

**What is the most important information I should know about DESCOVY for PrEP?**

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**Continue to scroll for more Important Safety Information.**

**HEAR FROM OTHER DESCOVY USERS:**



I want the black community to see that there are everyday people just like them taking DESCOVY for PrEP. It's not some mystery pill—it's something that can help prevent HIV.

**WATCH EVERETT'S STORY** ►

DESCOVY user since 2019  
 Compensated by Gilead



Now that I know I can be in a sexual relationship with someone who's HIV positive and reduce the risk of getting HIV with DESCOVY for PrEP, I want to help spread the word.

**WATCH SERGIO'S STORY** ►

DESCOVY user since 2020  
 Compensated by Gilead

**IMPORTANT SAFETY INFORMATION (CONT'D)**

**Who should not take DESCOVY for PrEP?**

**Do not take DESCOVY for PrEP if you:**

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- Severe liver problems,** which in rare cases can lead to death. Tell your healthcare provider right away if you get these symptoms: skin or the white part of your eyes turns yellow, dark (tea-colored) urine, light-colored stools, loss of appetite for several days or longer, nausea, or stomach-area pain.

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- All the medicines you take,** including prescription and over-the-counter medicines, vitamins, and herbal supplements. DESCOVY may interact with other medicines. Keep a list of all your medicines and show it to your healthcare provider and pharmacist when you get a new medicine.

**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.**

Please see [Important Facts](#) about DESCOVY for PrEP, including [important warnings](#).

WATCH MORE

**REAL USERS' STORIES**

People near you and people all across the country—see what other real users have to say about their DESCOVY for PrEP experiences.

[CHECK OUT THE MAP](#) ►

**NEXT UP IN THE STARTER SERIES**

Hear about the importance of having an open dialogue with your healthcare provider and staying up to date with your appointments.

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 **GILEAD**

Journal of Management Inquiry 22(1) 3-14

**PH 1:** Hear from others who made the same choice. [42/50]

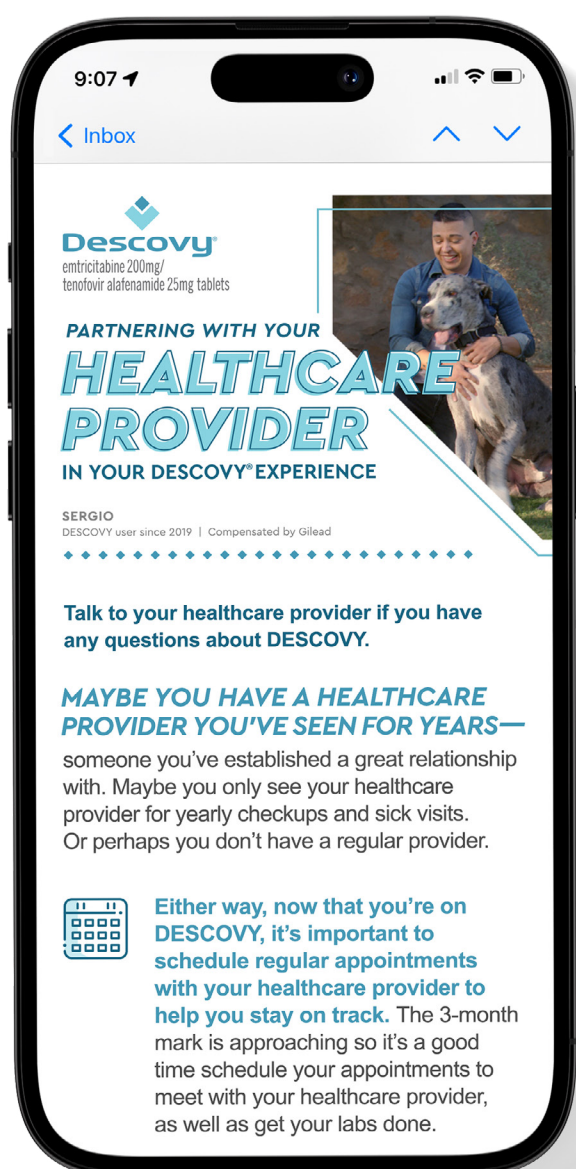
**SL 3:** First month is in the books! [28/50]

**PH 3:** Hear from others who also picked this PrEP option. [50/50]

<https://https://www.descovy.com/hiv-prevention-resources>

**Link:**  
<https://www.descovy.com/real-stories/south?patient=Everett>





**CTA Button Link:**  
<https://www.descovy.com/descovy-for-prep-cost>

From: [The Starter Series](#)

To: [John Doe <john.doe@example.com>](mailto:John.Doe<john.doe@example.com>)


SS

## Chapter #5: You and Your Healthcare Provider


Monday, June 5, 10:54 AM

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Please see [Important Facts](#), including [important warnings](#).



**DESCOVY**  
emtricitabine 200mg/  
tenofovir alafenamide 25mg tablets



**PARTNERING WITH YOUR**

# HEALTHCARE PROVIDER

**IN YOUR DESCOVY® EXPERIENCE**


SERGIO  
DESCOVY user since 2019 | Compensated by Gilead

.....


**Talk to your healthcare provider if you have any questions about DESCOVY.**

**MAYBE YOU HAVE A HEALTHCARE PROVIDER YOU'VE SEEN FOR YEARS—**

someone you've established a great relationship with. Maybe you only see your healthcare provider for yearly checkups and sick visits. Or perhaps you don't have a regular provider.



**Either way, now that you're on DESCOVY, it's important to schedule regular appointments with your healthcare provider to help you stay on track.** The 3-month mark is approaching so it's a good time schedule your appointments to meet with your healthcare provider, as well as get your labs done.



**Once you have your appointment, it's helpful to start preparing for your conversation with your healthcare provider.** You should always feel comfortable asking them anything about DESCOVY—nothing you say will shock them. Healthcare providers want to know how you are feeling, if you're taking your medication as prescribed, and if you have questions. If it helps, try making a list of topics to bring with you to your appointment

**HERE ARE A FEW TOPICS YOU MAY WANT TO DISCUSS:**

- ◆ **If you're taking your medication as prescribed**
- ◆ **Any changes since your last visit, such as relationship status**
- ◆ **If you're having any trouble managing your routine**
- ◆ **Any other questions you might have**


And so you continue to stay on track with your regular appointments, try scheduling your next one before leaving the office or you could try setting reminders to your phone's calendar.

.....

**MEET**

## STEVE

*The more he opened up to his healthcare provider, the more comfortable he felt*



I grew up in a mostly conservative town where a lot of the doctors weren't LGBTQ-friendly. Once I felt comfortable talking to my doctor, I realized that there was nothing really to be nervous about.

**WATCH STEVE'S STORY ▶**

*DESCOVY user since 2020  
Compensated by Gilead*

.....

# WORRIED ABOUT COST?

Insurance or no insurance—Gilead's Advancing Access® program may be able to help.

**GET MORE INFORMATION ▶**

**NEXT UP IN THE STARTER SERIES**

With your next refill on the horizon, we'll share a helpful checklist of things you can do to prepare that next step.


[Please see Important Facts, including important warnings.](#)

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**SUBJECT LINE + PRE-HEADER OPTIONS:**

**SL 1:** Chapter #5: You and Your Healthcare Provider. [45/50]

**PH 1:** Start planning for your next appointment. [41/50]

**SL 2:** Meeting with your healthcare provider is important [50/50]

**PH 2:** Be proactive discussing your medication option. [47/50]

**SL 3:** Being proactive about your medication option. [45/50]

**PH 3:** Get ready to meet with your healthcare provider. [48/50]

**CTA Button Link:**  
<https://www.descovy.com/real-stories/northeast?patient=Steve>

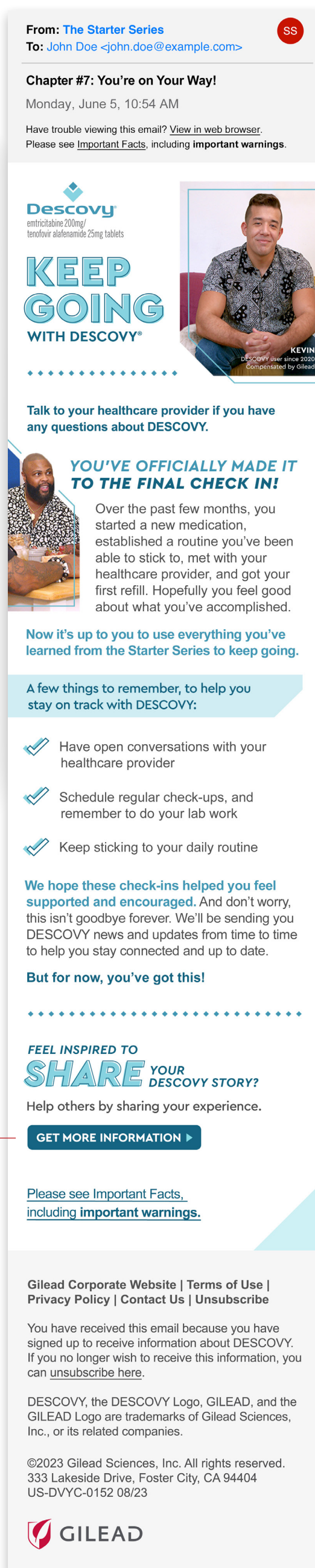








**CTA Button Link:**  
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real-story-recruitment](https://www.descovy.com/real-story-recruitment)



**SUBJECT LINE + PRE-HEADER OPTIONS:**

**SL 1:** Chapter #7: You're on Your Way! [31/50]

**PH 1:** Keep going with your medication option! [49/50]

**SL 2:** It's a wrap. Your final Starter Series check-in. [48/50]

**PH 2:** With a routine in place, you're on your way. [44/50]

**SL 3:** Thanks for participating in the Starter Series. [47/50]

**PH 3:** Keep going with your medication option. [39/50]