Cycling through the same ADHD treatments over and over and expecting different results?

Abbreviations: ADHD, attention-deficit/hyperactivity disorder; HCP, healthcare provider.

Classical understanding of ADHD attributes symptoms to NE and DA imbalances in the PFC[1]

- **Reduced availability or inefficient signaling** of NE and DA **disrupt the ability of the PFC** to filter distractions and sustain focus[1]
- **ADHD medications aim to restore balance** by increasing NE and DA availability through transporter inhibition (eg, NET or DAT inhibition)[1]
- **DAT inhibition with psychostimulants** may lead to excess DA in the striatum, which **can trigger addiction and/or dependence**[1-3]

Evolving evidence in the understanding of ADHD suggests that serotonin dysregulation may also contribute to symptoms[4-7]

In preclinical studies, selective serotonin receptor dysregulation has been associated with behaviors including:

Inattention[4] Impulsivity[5] Hyperactivity[5]

Serotonin receptor modulation can be associated with increasing NE and DA in the PFC.[1]

Effective ADHD treatment may involve optimizing the balance and regulation of DA, NE, and serotonin (5-HT).[8,9]

The information presented here is unrelated to the studies conducted for this product and is not intended to support specific claims about ADHD treatment with this product.

Abbreviations: DA, dopamine; DAT, dopamine transporter; NE, norepinephrine; NET, norepinephrine transporter; PFC, prefrontal cortex.

INDICATION

Qelbree is indicated for the treatment of ADHD in adults and pediatric patients 6 years and older.

IMPORTANT SAFETY INFORMATION

WARNING: SUICIDAL THOUGHTS AND BEHAVIORS

In clinical studies, higher rates of suicidal thoughts and behaviors were reported in patients with ADHD treated with Qelbree than in patients treated with placebo. Closely monitor all Qelbree-treated patients for clinical worsening and for emergence of suicidal thoughts and behaviors.

Please see full Important Safety Information on page 7.

ONCE-DAILY Qelbree® viloxazine
extended-release capsules
100 mg 150 mg 200 mg

Break the cycle for ADHD patients 6 years and older[10]...

Take a different approach[10-15]

Qelbree— The only ADHD treatment with serotonin (5-HT_{2c}) pharmacodynamics approved in FDA product labeling[8,10]

ONCE-DAILY Qelbree® viloxazine
extended-release capsules
100 mg 150 mg 200 mg

Rethink ADHD Symptom Control®

CONTRAINDICATIONS

- Concomitant administration of a monoamine oxidase inhibitor (MAOI), or dosing within 14 days after discontinuing an MAOI, because of an increased risk of hypertensive crisis
- Concomitant administration of sensitive CYP1A2 substrates or CYP1A2 substrates with a narrow therapeutic range

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Please see full Important Safety Information on page 7.

Rx **Qelbree** for multimodal pharmacodynamics[10]

Qelbree is the first and only ADHD nonstimulant with a multimodal pharmacodynamic profile[10-13]

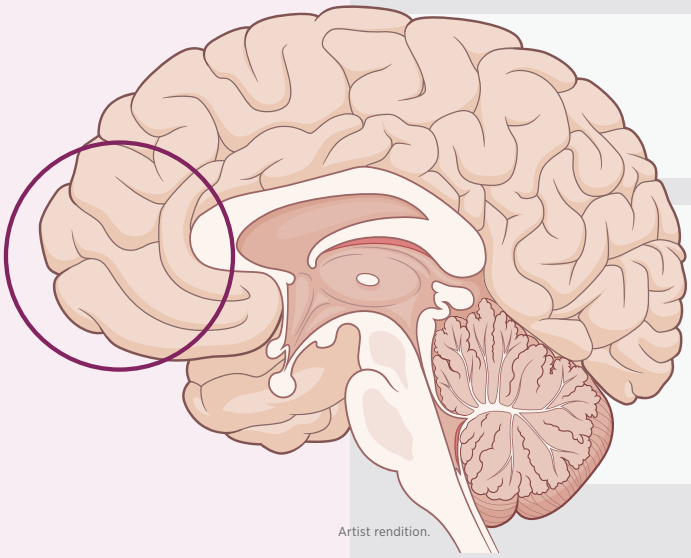
Qelbree

NET inhibition[12*]

Serotonin 5-HT$_{2C}$ partial agonist[12]

- Qelbree is the only ADHD treatment with serotonin pharmacodynamics approved in the FDA product labeling[10,12]

Qelbree is not a controlled substance[12]



Artist rendition.

Atomoxetine

- **NET inhibition**[13*]

Psychostimulants

- **NET inhibition**[14,15*]
- **DAT inhibition**[14,15]

Psychostimulants impact DAT in the addiction regions of the brain and **are controlled substances**[2,3]

*Inhibition of NET increases NE and DA levels in the PFC.[1]

The pharmacodynamic activity of viloxazine is based on non-clinical studies and the clinical significance of the data is unknown. The mechanism of action of viloxazine in the treatment of ADHD is unclear; however, it is thought to be through inhibiting the reuptake of NE.[10]

IMPORTANT SAFETY INFORMATION

- *Suicidal thoughts and behaviors*: Closely monitor all Qelbree-treated patients for clinical worsening and emergence of suicidal thoughts and behaviors, especially during the initial few months of drug therapy, and at times of dosage changes

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Please see full Important Safety Information on page 7.

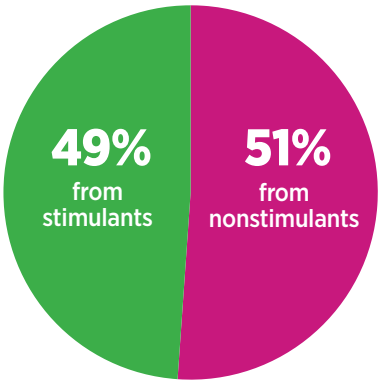
Rx **Qelbree** for coverage when a treatment change is needed[10,16]

Market data show that 69% of patients were prescribed Qelbree because a change in their previous ADHD treatment† was needed[16]

Patients who switched to Qelbree came from‡:

49% Stimulant sources[16]:

- Vyvanse®: 22%
- AMP ER: 18%
- MPH ER: 28%
- MPH IR: 8%
- AMP IR: 11%
- DEXMPH/Focalin®: 11%
- Other: 1%



51% Nonstimulant sources[16]:

- Atomoxetine/Strattera®: 74%
- Guanfacine/Intuniv®: 23%
- Other: 3%

†Previous ADHD treatment was defined as patients who switched to Qelbree, or for whom Qelbree was prescribed as a part of their treatment plan.

‡N=59,036 prescriptions. Source: IQVIA Xponent market dynamics data, R52W, as of April 4, 2025.

- 31% of patients were new therapy starts[16]

Qelbree is covered across 75% of commercial lives.[16]

Abbreviations: AMP, mixed amphetamine salts; DEXMPH, dexmethylphenidate; ER, extended release; IR, immediate release; MPH, methylphenidate.

IMPORTANT SAFETY INFORMATION

- *Heart rate, blood pressure increases*: Qelbree can cause an increase in diastolic blood pressure and heart rate. Assess these measures prior to starting therapy, following increases in dosage, and periodically during therapy

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Please see full Important Safety Information on page 7.

Rx **Qelbree** for treatment convenience[10]

Transition patients to once-daily Qelbree

Qelbree is prescribed once daily (AM or PM) for full 24-hour exposure.[10,16]

Qelbree can be conveniently prescribed and refilled without a new prescription every month.[10,16]

Qelbree has no known addiction potential or evidence of abuse.[10,17,18]

Qelbree—Up to 90 days of treatment in 1 Rx! Patients pay as little as $20* per Rx.

Qelbree is available at pharmacies nationwide.[16]

Rx **Qelbree** for resources that support your patients and your practice!

Speak with your representative about resources we provide to help you start the transition!

Patient Starter Kits

Patient Savings Program*

Samples

90 days of treatment with 1 co-pay*

Get your patients started today!

Scan here to order Qelbree samples!

Learn more at QelbreeHCP.com

*Terms and conditions apply.

INDICATION

Qelbree® (viloxazine extended-release capsules) is indicated for the treatment of ADHD in adults and pediatric patients 6 years and older.

IMPORTANT SAFETY INFORMATION

WARNING: SUICIDAL THOUGHTS AND BEHAVIORS

In clinical studies, higher rates of suicidal thoughts and behaviors were reported in patients with ADHD treated with Qelbree than in patients treated with placebo. Closely monitor all Qelbree-treated patients for clinical worsening and for emergence of suicidal thoughts and behaviors.

CONTRAINDICATIONS

- Concomitant administration of a monoamine oxidase inhibitor (MAOI), or dosing within 14 days after discontinuing an MAOI, because of an increased risk of hypertensive crisis
- Concomitant administration of sensitive CYP1A2 substrates or CYP1A2 substrates with a narrow therapeutic range

WARNINGS & PRECAUTIONS

- *Suicidal thoughts and behaviors*: Closely monitor all Qelbree-treated patients for clinical worsening and emergence of suicidal thoughts and behaviors, especially during the initial few months of drug therapy, and at times of dosage changes
- *Heart rate, blood pressure increases*: Qelbree can cause an increase in diastolic blood pressure and heart rate. Assess these measures prior to starting therapy, following increases in dosage, and periodically during therapy
- *Activation of mania or hypomania*: Noradrenergic drugs may induce a manic or mixed episode in patients with bipolar disorder. Prior to initiating treatment with Qelbree, screen patients to determine if they are at risk for bipolar disorder. Screening should include a detailed psychiatric history, including a personal or family history of suicide, bipolar disorder, and depression
- *Somnolence and fatigue*: Patients should not perform activities requiring mental alertness, such as operating a motor vehicle or hazardous machinery, due to potential somnolence (including sedation or lethargy) and fatigue, until they know how they will be affected by Qelbree

ADVERSE REACTIONS

The most common adverse reactions (≥5% and at least twice the rate of placebo for any dose) in patients 6 to 17 years were somnolence, decreased appetite, fatigue, nausea, vomiting, insomnia, and irritability, and in adults, insomnia, headache, somnolence, fatigue, nausea, decreased appetite, dry mouth, and constipation.

PREGNANCY

There is a pregnancy exposure registry that monitors pregnancy outcomes in women exposed to Qelbree during pregnancy. Healthcare providers are encouraged to register patients by calling the National Pregnancy Registry for Psychiatric Medications at 1-866-961-2388 or by visiting www.womensmentalhealth.org/preg.

Please see full Prescribing Information, including Boxed Warning.

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Supernus® Pharmaceuticals