

MS is usually diagnosed when people are in the prime of their life. They're young. They're excited. They're just getting into the rhythm of life. The last thing they need is for MS to disrupt that flow.



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*Manifesto*

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Your life has a rhythm. A beat. A flow.

Your rhythm is different from everyone else's.

And when MS threatens to throw you off your rhythm, you take the beat back with KESIMPTA.

It's the one MS treatment that doesn't disrupt.

It doesn't drive you to the chaos of an infusion center.

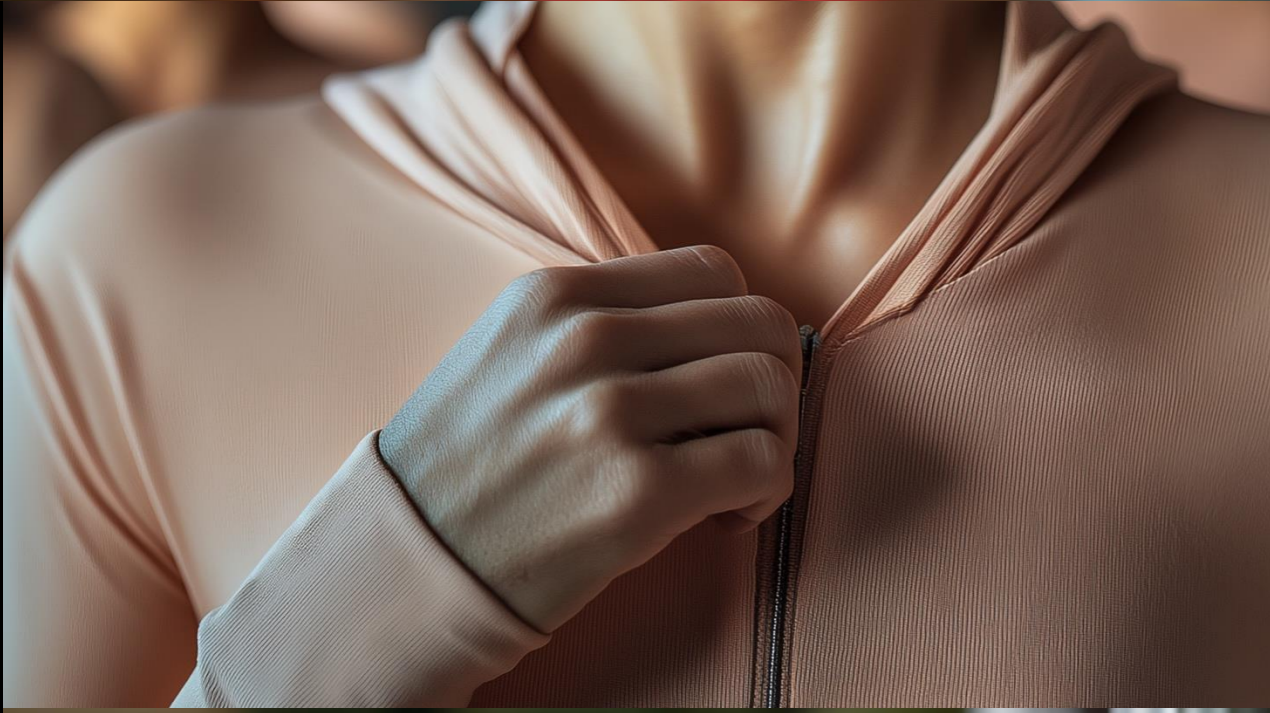
Or have you feel like you're one step behind.

With KESIMPTA, your life's rhythm doesn't skip a beat.

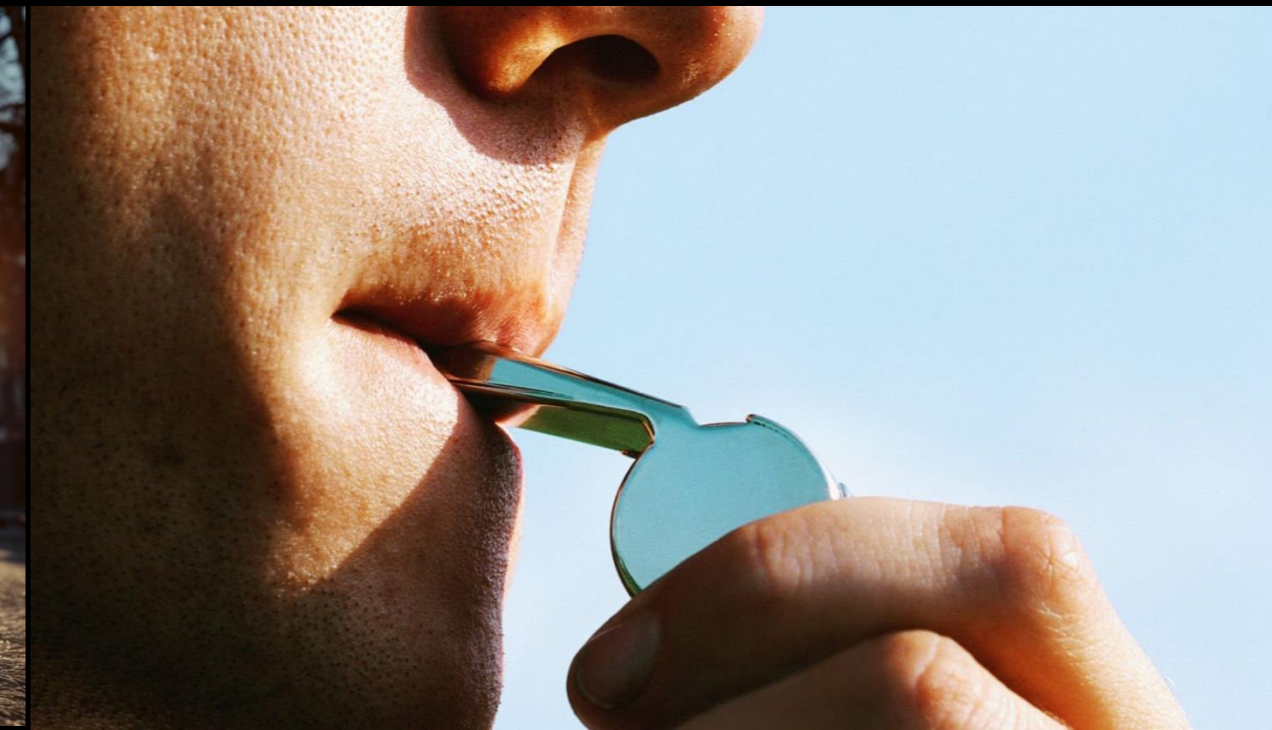
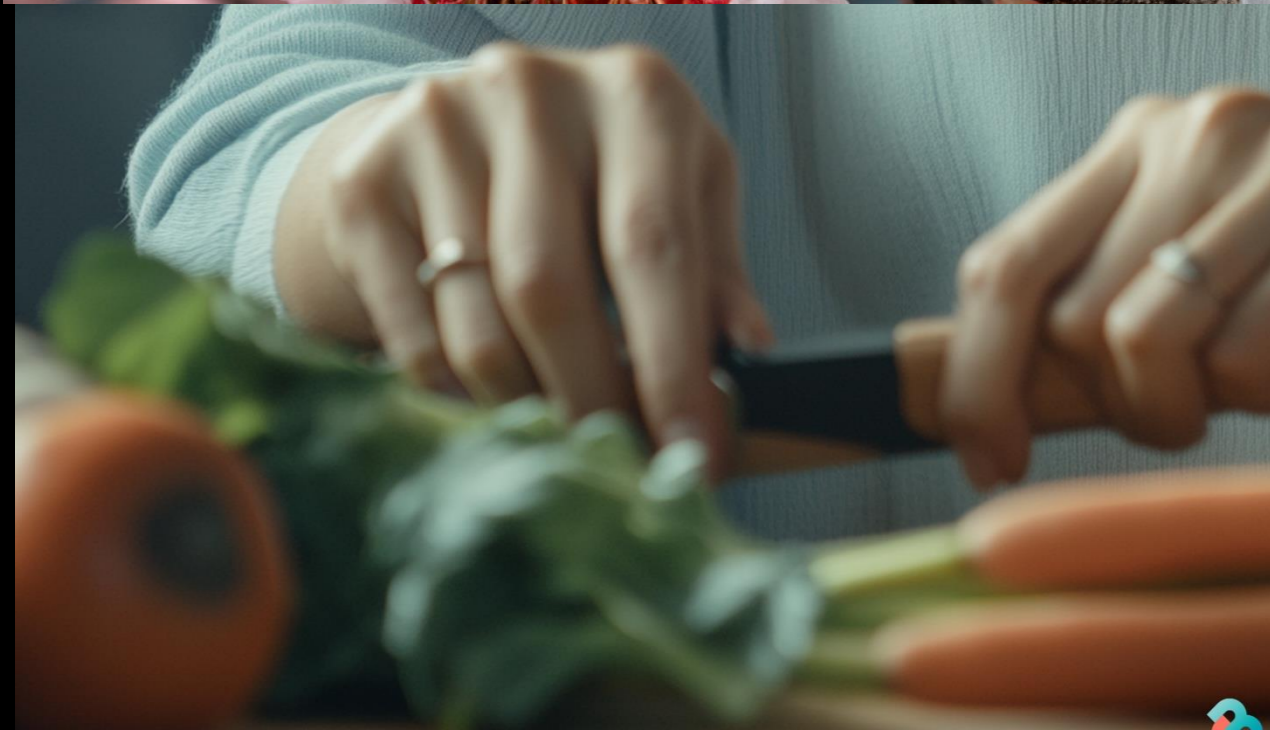
A suitcase unzips.  
A basketball bounces.  
Your doorbell chimes.  
Even KESIMPTA clicks in time.

Your rhythm defines you.  
***And KESIMPTA helps manage the beat.***





Rhythm  
Is  
Everywhere



# My Rhythm

TVC



This spot highlights how KESIMPTA fits perfectly into the rhythm of peoples' lives by letting the sounds of their lives serve as the soundtrack to the spot.

They move to their own groove, not MS's, because of the control KESIMPTA gives them over their MS and ultimately their lives.

Instead of guitars, keyboards, and drums, the poppy, upbeat soundtrack is created from cabinets closing, zipper zipping, a teakettle whistling, faucets running, bare feet on floors, any sound you'd hear during the course of a normal day.



*Open on a woman at home. As we see, and hear, her day is in full swing.*

**VO**

**With my life, I can't miss a beat.**

**I needed an RMS treatment that syncs to my rhythm.**

*She opens the fridge. Sees the KESIMPTA Pen and reaches for it.. We see a close up of the pen as she taps it gently against the counter as part of the overall rhythm.*

**VO**

**That's why I chose KESIMPTA.**

**It's a powerful B-cell treatment with proven results for reduced relapses and slowed disability progression—nothing's messing with my flow.**

**And I can take it myself, one minute a month, wherever the beat takes me.**

*During FAIR BALANCE, the sounds of her life continue syncing up to an uplifting beat.*

*She walks her dog. Laughs with her partner. Packs for a trip—slipping her KESIMPTA Pen into her travel cooler and zipping it to the beat.*

**VO:**

**I'm in my groove with KESIMPTA.**

SUPER

Move to your groove with KESIMPTA.

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*HCP Expression*

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An MS diagnosis can knock your patients out of their groove,  
off their life's rhythm.

But you can keep them on track with KESIMPTA.

It's the powerful B-cell treatment that doesn't disrupt their lives.

Or subject them to the chaos of an infusion center.

Or have them feeling like they're one step behind.

With KESIMPTA, you can make sure they  
***never miss a beat.***





**Kesimpta**  
foliatharizantini  
Infolion  
20 mg/0.4 mL  
Sov...  
BON

Make sure your MS patients **never miss a beat**

KESIMPTA powers your patients through their busy lives— and keeps them steps ahead of MS.

**Kesimpta**  
(ofatumumab) 20 mg injection