

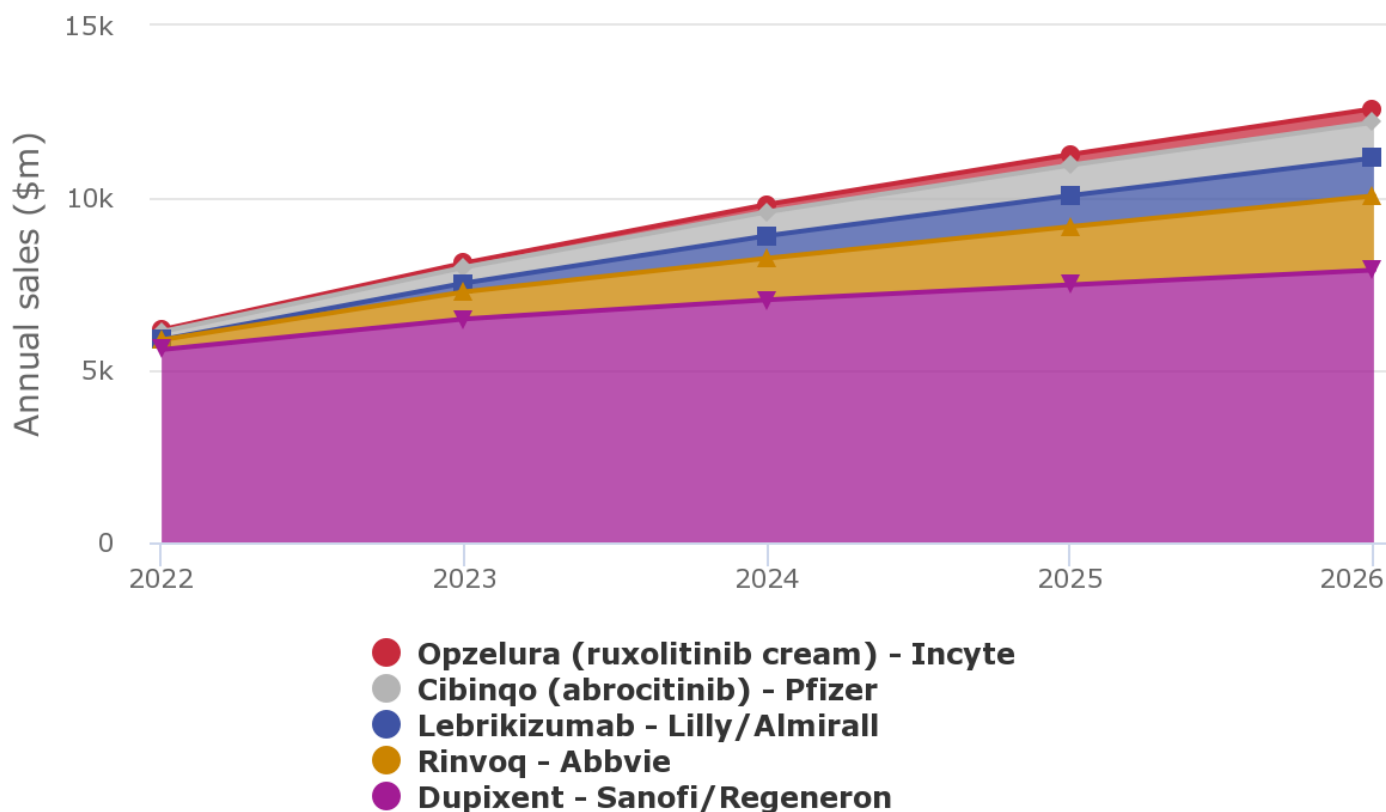
Jaks finally crack atopic dermatitis



[Madeleine Armstrong](#)

It took a while, but the FDA has approved two Jak inhibitors, Pfizer's Cibinqo and Abbvie's Rinvoq, in atopic dermatitis. Given [the toxicity concerns linked with this class](#), it is not surprising that Jaks are only recommended for patients who have failed on or cannot take other drugs. But, in a bonus for the developers, the FDA has waved through multiple doses of both products, scotching fears that only low doses would get the nod. The next question is whether the drugs can live up to their sales expectations. At the JP Morgan conference last week Abbvie [forecast Rinvoq revenues of over \\$7.5bn](#) across all indications in 2025, a downgrade from its [previous prediction of over \\$8bn](#). That group has much more riding on its Jak than Pfizer, which [recently dialed down its commitment to the class](#) and focused its [entire JP Morgan presentation on mRNA](#). Although the latest green lights are probably the best that the companies could have hoped for under the circumstances, neither drug looks set to challenge Dupixent's dominance in atopic dermatitis. Meanwhile, Lilly's Olumiant, which [has had its own worries with side effects](#), is still awaiting an FDA decision in the disease.

Forecasts for atopic dermatitis drugs



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