

INTRODUCING

# Gatifloxacin Taken to New Heights



## Is it on your shelves?

**STOCK ZYMAXID™**—The highest concentration of the gatifloxacin molecule currently available<sup>1</sup>

**Sure to be in high demand**

**Launching with significant promotional support by one of the nation's leading eye care companies—Allergan, Inc.**

- Approximately 255 sales representatives will sell this product

## Special introductory offers

- ZYMAXID™ point-of-sale pharmacy rebate coupon ensures commercial patients pay no more than \$30
  - Physician-issued coupon program

**There is no A/B-rated equivalent for ZYMAXID™**

## TRADE LAUNCH INFORMATION

For your convenience, product ordering information is provided below:

**Name:** ZYMAXID™ (gatifloxacin ophthalmic solution) 0.5%

**How It's Supplied:** Sterile in a white, low density polyethylene (LDPE) bottle with a controlled dropper tip and a tan, high impact polystyrene (HIPS) cap in the following size:

2.5 mL in 5 mL bottle

NDC

0023-3615-25



**CONTACT YOUR WHOLESALER FOR DETAILS.**

### INDICATION

ZYMAXID™ (gatifloxacin ophthalmic solution) 0.5% is a topical fluoroquinolone anti-infective indicated for the treatment of bacterial conjunctivitis caused by susceptible strains of the following organisms: *Haemophilus influenzae*, *Staphylococcus aureus*, *Staphylococcus epidermidis*, *Streptococcus mitis* group,<sup>\*</sup> *Streptococcus oralis*,<sup>\*</sup> and *Streptococcus pneumoniae*.

<sup>\*</sup>Efficacy for this organism was studied in fewer than 10 infections.

**Please see Important Safety Information on reverse side.**

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**ZYMAXID™**  
(gatifloxacin ophthalmic solution) 0.5%  
**Reach Higher**



# An Elevated Concentration



## Ocular pathogens continue to evolve

- *S aureus* increased in prevalence over a 10-year period<sup>2</sup>

## Anti-infective activity is concentration dependent<sup>3</sup>

- Gatifloxacin is a concentration-dependent killer<sup>3</sup>
- ZYMAXID™ is designed to deliver more drug to the ocular surface<sup>1</sup>
- Higher concentration can be achieved through an elevated concentration of active molecule or increased dosing<sup>1</sup>
- ZYMAXID™ ophthalmic solution contains 0.5% gatifloxacin and can be dosed 2 to 4 times daily on days 2 through 7<sup>1</sup>

## Potency

- Active against a broad-spectrum of pathogens<sup>1</sup>
- **90% (n = 301/333) eradication of bacterial conjunctivitis at day 6** in clinical trials compared with 70% (n = 228/325) for vehicle (when dosed up to 8 times on day 1 and 2 times daily for the remainder of treatment)<sup>1</sup>
  - 58% (n = 193/333) resolution of conjunctival hyperaemia and conjunctival discharge compared with 45% (n = 148/325) for vehicle<sup>1</sup>

## Confidence

- Delivers increased concentration with .005% BAK while maintaining the safety and tolerability you've come to expect<sup>1</sup>
  - Well tolerated in clinical studies when dosed up to 8 times on day 1<sup>1</sup>
- Most commonly reported adverse events, occurring in ≥ 1% of patients were worsening of the conjunctivitis, eye irritation, dysgeusia, and eye pain<sup>1</sup>
  - Burning and stinging were not reported<sup>1</sup>

For additional Important Safety Information, see below.

### IMPORTANT SAFETY INFORMATION

#### WARNINGS AND PRECAUTIONS

ZYMAXID™ solution should not be introduced directly into the anterior chamber of the eye. As with other anti-infectives, prolonged use of ZYMAXID™ may result in overgrowth of nonsusceptible organisms, including fungi. If superinfection occurs, discontinue use and institute alternative therapy. Patients should be advised not to wear contact lenses if they have signs and symptoms of bacterial conjunctivitis or during the course of therapy with ZYMAXID™.

#### ADVERSE REACTIONS

The most frequently reported adverse reactions occurring in ≥ 1% of patients in the gatifloxacin study population (N = 717) were: worsening of the conjunctivitis, eye irritation, dysgeusia, and eye pain. Additional adverse events reported with other formulations of gatifloxacin ophthalmic solution include chemosis, conjunctival hemorrhage, dry eye, eye discharge, eyelid edema, headache, increased lacrimation, keratitis, papillary conjunctivitis, and reduced visual acuity.

**Note to representative: Please provide full prescribing information when presenting this material.**

1. ZYMAXID™ Prescribing Information. 2. Cavuoto K, Zutshi D, Karp CL, Miller D, Feuer W. Update on bacterial conjunctivitis in South Florida. *Ophthalmology*. 2008;115(1):51-56. 3. Quintiliani R. Pharmacodynamics of antimicrobial agents: Time-dependent vs. concentration-dependent killing. <http://www.antimicrobe.org/history/PK-PD%20Quint.asp>. Accessed May 5, 2010.

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