

New LASTACRAFT™ Is Now Available!

Is it on *your* shelves?

Stock new LASTACRAFT™, an H₁ histamine receptor antagonist for the prevention of itching associated with allergic conjunctivitis.¹

Launching with significant promotional support from Allergan, a leader in eye care

Approximately 254 Allergan representatives will sell this product nationally. The allergic conjunctivitis treatment market is substantial—\$540 million in domestic annual sales with 4,911,000 prescriptions filled for all products in this category.

Special introductory offers:

Commercially insured and cash-paying patients pay no more than \$24 for LASTACRAFT™!

- Point-of-sale coupon (a physician-issued coupon program)
- Mail-in rebate (distributed to patients at the office and available online at www.Lastacraft.com)

There is no substitute for LASTACRAFT™

Trade launch information

For your convenience, product ordering information is provided below¹:



Name: LASTACRAFT™ (alcaftadine ophthalmic solution) 0.25%

Size: 3 mL in 5 mL bottle

NDC: 0023-4290-03

CIN: 4363958

How it's supplied: Opaque, white low-density polyethylene bottle with a white polypropylene cap

Contact your wholesaler for details.

INDICATIONS AND USAGE

LASTACRAFT™ is an H₁ histamine receptor antagonist indicated for the prevention of itching associated with allergic conjunctivitis.

Important Safety Information

WARNINGS AND PRECAUTIONS

Contamination of Tip and Solution

To minimize contaminating the dropper tip and solution, care should be taken not to touch the eyelids or surrounding areas with the dropper tip of the bottle. Keep bottle tightly closed when not in use.

Please see additional Important Safety Information on reverse side and accompanying full prescribing information.



An Introduction to LASTACRAFT™

LASTACRAFT™ offers the following benefits

- An H₁ histamine receptor antagonist indicated for the prevention of itching associated with allergic conjunctivitis¹
- Dosed once daily¹
- Efficacy shown at 3 minutes and 16 hours postdosing of LASTACRAFT™¹
 - The efficacy of LASTACRAFT™ at onset and duration of action was measured in 3 pivotal trials²⁻⁴
 - LASTACRAFT™ was more effective than its vehicle in preventing ocular itching in patients with allergic conjunctivitis, both at 3 minutes and 16 hours postdosing of LASTACRAFT™¹
- Evaluated for safety in a randomized clinical study of 909 patients over a period of 6 weeks¹
- Classified as a pregnancy Category B product¹

The LASTACRAFT™ mechanism of action

- An H₁ histamine receptor antagonist¹
- Inhibitor of the release of histamine from mast cells¹

Be sure to stock new LASTACRAFT™ before allergy season starts!

Important Safety Information (continued)

WARNINGS AND PRECAUTIONS (continued)

Contact Lens Use

Patients should be advised not to wear a contact lens if their eye is red. LASTACRAFT™ should not be used to treat contact lens-related irritation. LASTACRAFT™ should not be instilled while wearing contact lenses. Remove contact lenses prior to instillation of LASTACRAFT™. The preservative in LASTACRAFT™, benzalkonium chloride, may be absorbed by soft contact lenses. Lenses may be reinserted after 10 minutes following administration of LASTACRAFT™.

Topical Ophthalmic Use Only

LASTACRAFT™ is for topical ophthalmic use only.

ADVERSE REACTIONS

Because clinical trials are conducted under widely varying conditions, adverse reaction rates observed in the clinical trials of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in clinical practice.

Ocular Adverse Reactions

The most frequent ocular adverse reactions, occurring in < 4% of LASTACRAFT™ treated eyes, were eye irritation, burning and/or stinging upon instillation, eye redness, and eye pruritus.

Nonocular Adverse Reactions

The most frequent nonocular adverse reactions, occurring in < 3% of subjects with LASTACRAFT™ treated eyes, were nasopharyngitis, headache, and influenza. Some of these events were similar to the underlying disease being studied.

Please see accompanying full prescribing information.

1. LASTACRAFT™ Prescribing Information. 2. Data on file, Allergan, Inc., 2009; Clinical Study Report 09-003-05. 3. Data on file, Allergan, Inc., 2005; Clinical Study Report 05-003-11. 4. Data on file, Allergan, Inc., 2005; Clinical Study Report 05-003-13.