



Announcing important news about
a unique treatment option for patients
with moderate to severe dry eye

LACRISERT® (hydroxypropyl cellulose ophthalmic insert) is now back in full national distribution

Aton Pharma is supporting LACRISERT®
with a national marketing campaign that
is generating broad awareness and demand



NDC 25010-805-68

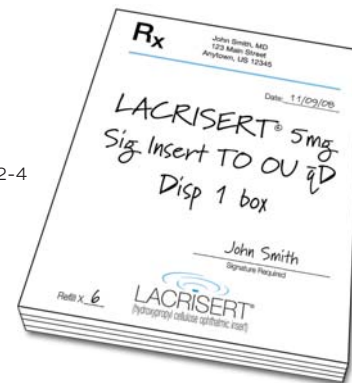
For patients with moderate to severe dry eye...

Once-daily,* preservative-free LACRISERT® conserves tears for continuous all-day relief

A unique prescription insert extends tear life
for all-day lubrication and protection¹

- Improves dry eye signs and symptoms more effectively than repeated use of artificial tears²
- Preferred over artificial tears by most patients in clinical studies²⁻⁴
- Inserted without difficulty by most patients, even those with reduced manual dexterity due to rheumatoid arthritis⁴

*Some patients may require the flexibility of twice-daily dosing for optimal results.



IMPORTANT SAFETY INFORMATION


LACRISERT® is contraindicated in patients who are hypersensitive to hydroxypropyl cellulose. The following adverse reactions have been reported in patients treated with LACRISERT® but were, in most instances, mild and temporary: blurring of vision, eye discomfort or irritation, matting or stickiness of eyelashes, and red eyes. If improperly placed, LACRISERT® may result in corneal abrasion.

Please see [Full Prescribing Information](#)

References

1. LACRISERT® [package insert]. Lawrenceville, NJ: Aton Pharma, Inc.; 2007.
2. Katz JI, Kaufman HE, Breslin C, Katz IM. Slow-release artificial tears and the treatment of keratitis sicca. *Ophthalmology*. 1978;85:787-793.
3. Lamberts DW, Langston DP, Chu W. A clinical study of slow-releasing artificial tears. *Ophthalmology*. 1978;85:794-800.
4. Hill JC. Slow-release artificial tear inserts in the treatment of dry eyes in patients with rheumatoid arthritis. *Br J Ophthalmol*. 1989;73:151-154.




LACRISERT®
(hydroxypropyl cellulose ophthalmic insert)

Conserve tears for continuous all-day relief