FDA APPROVED

Introducing LATISSE™

Meet consumer demand

Another aesthetic innovation from Allergan

- *First* and *only* FDA-approved treatment indicated to treat hypotrichosis of the eyelashes by increasing their growth including length, thickness, and darkness
- Supplied with FDA-approved sterile applicators
- The most frequently reported adverse events were:
  - Eye pruritus, conjunctival hyperemia, skin hyperpigmentation, ocular irritation, dry eye symptoms, and erythema of the eyelid[1]
  - These events occurred in less than 4% of patients[1]

Anticipated high demand

- Up to 75% of women surveyed (ages 25 to 54) found the concept of LATISSE™ appealing (N = 259)[2]
- National, high-profile TV, magazine, and online advertising to help create consumer demand
- LATISSE™ solution will be dispensed only by pharmacies in several states
- In addition to over 500 Professional reps detailing Eye Doctors to Cosmetic Doctors, LATISSE™ will be spending over $35 million on Direct to Consumer advertising - including TV starting May 24th.

LATISSE™ (bimatoprost ophthalmic solution) 0.03% is indicated to treat hypotrichosis of the eyelashes by increasing their growth including length, thickness, and darkness.

Please see Important Safety Information on the reverse side.

Latisse™
(bimatoprost ophthalmic solution) 0.03%

Plan ahead and prepare for LATISSE™ demand

Trade Launch Information	
Size	3 mL
Wholesale Acquisition Cost (WAC)	$90
NDC	0023-3616-03
Packaging	Includes FDA-approved sterile applicators

Important Safety Information

Contraindications: LATISSE™ is contraindicated in patients with hypersensitivity to bimatoprost or any other ingredient in this product.

Warnings and Precautions: Bimatoprost ophthalmic solution (LUMIGAN®) lowers intraocular pressure (IOP) when instilled directly to the eye in patients with elevated IOP. In clinical trials, in patients with or without elevated IOP, LATISSE™ lowered IOP, however, the magnitude of the reduction was not cause for clinical concern. In ocular hypertension studies with LUMIGAN®, it has been shown that exposure of the eye to more than one dose of bimatoprost daily may decrease the intraocular pressure lowering effect. In patients using LUMIGAN® or other prostaglandin analogs for the treatment of elevated intraocular pressure, the concomitant use of LATISSE™ may interfere with the desired reduction in IOP. Patients using prostaglandin analogs including LUMIGAN® for IOP reduction should only use LATISSE™ after consulting with their physician and should be monitored for changes to their intraocular pressure.

Increased iris pigmentation has occurred when the same formulation of bimatoprost ophthalmic solution (LUMIGAN®) was instilled directly onto the eye. Although iridal pigmentation was not reported in clinical studies with LATISSE™, patients should be advised about the potential for increased brown iris pigmentation which is likely to be permanent.

Bimatoprost has been reported to cause pigment changes (darkening) to periorbital pigmented tissues and eyelashes. The pigmentation is expected to increase as long as bimatoprost is administered, but has been reported to be reversible upon discontinuation of bimatoprost in most patients.

Adverse Reactions: The most frequently reported adverse events were eye pruritus, conjunctival hyperemia, skin hyperpigmentation, ocular irritation, dry eye symptoms, and erythema of the eyelid. These events occurred in less than 4% of patients.

Please see accompanying full prescribing information.

1. LATISSE™ Prescribing Information. **2.** Data on file, Allergan, Inc., 2008; Hotspex Internet Survey.

Place your order today.

Cardinal CIN #4150736 | Visit www.latisse.com for more information

Latisse™
(bimatoprost ophthalmic solution) 0.03%