

FDA  
APPROVED

# Introducing Latisse™

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

## Patient results



Moderate eyelash prominence (GEA Grade 2)



Marked eyelash prominence (GEA Grade 3)



Moderate eyelash prominence (GEA Grade 2)



Very marked eyelash prominence (GEA Grade 4)

Unretouched clinical photos of actual Latisse™ users. Individual results may vary. In clinical trial, 78% of Latisse™ patients experienced  $\geq 1$ -grade increase vs 18% for vehicle, and 33% experienced  $\geq 2$ -grade increase vs 1% for vehicle, on the 4-point Global Eyelash Assessment (GEA) scale<sup>1</sup> at week 16.<sup>1</sup>

\*Hypotrichosis is another name for having inadequate or not enough eyelashes.

<sup>1</sup>Patent pending.

## 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.

Please see additional Important Safety Information on the reverse side.

Latisse™  
(bimatoprost ophthalmic solution) 0.03%

# LATISSE™ (bimatoprost ophthalmic solution) 0.03%—the *first and only* treatment approved by the FDA indicated to treat hypotrichosis of the eyelashes by increasing their growth including length, thickness, and darkness

LATISSE™ solution was evaluated for its effect on overall eyelash prominence in a multicenter, double-masked, randomized, vehicle-controlled, parallel study including 278 adult patients for 4 months of treatment. The primary efficacy endpoint in this study was an increase in overall eyelash prominence as measured by at least a 1-grade increase on the 4-point Global Eyelash Assessment (GEA) scale\* from baseline to the end of the treatment period (week 16).<sup>2</sup>

## — LATISSE™ increased eyelash prominence

—Statistically significant differences vs vehicle seen at 8, 12, and 16 weeks<sup>2</sup>

—**78%** of patients experienced an improvement in overall eyelash prominence by week 16 vs 18% for vehicle<sup>2</sup>

## — LATISSE™ improved eyelash growth from baseline as measured by digital-image analysis assessing eyelash length, fullness/thickness, and darkness<sup>2</sup>

—Statistically significantly more pronounced in the bimatoprost group at weeks 8, 12, and 16<sup>2</sup>



## — The most frequently reported adverse events were:

—Eye pruritus, conjunctival hyperemia, skin hyperpigmentation, ocular irritation, dry eye symptoms, and erythema of the eyelid<sup>2</sup>

—These events occurred in less than 4% of patients<sup>2</sup>

LATISSE™ solution is applied once nightly directly to the skin of the upper eyelid margin at the base of the eyelashes using supplied, **FDA-approved sterile applicators**<sup>2</sup>

## Important Safety Information

**Warnings and Precautions (continued):** 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.

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

\*Patent pending.  
1. Data on file, Allergan, Inc., 2008; Study No. 192024-032. 2. LATISSE™ Prescribing Information.

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