

Now  
MORE  
VOLUME  
LENGTH  
ALLURE

PRODUCT  
OVERVIEW

Latisse™  
(bimatoprost ophthalmic solution) 0.03%



# THE NEWEST INNOVATION FROM ALLERGAN

2

- Introducing Latisse™—the *first and only* FDA-approved product to grow eyelashes longer, fuller, and darker in patients with inadequate or not enough eyelashes



Unretouched clinical photos of actual Latisse™ users. Individual results may vary. Latisse™ was evaluated in a multicenter, double-masked, randomized, vehicle-controlled, parallel study (N = 278). Primary efficacy endpoint 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 end of treatment period (week 16).<sup>1</sup>

1. Latisse™ Prescribing Information.

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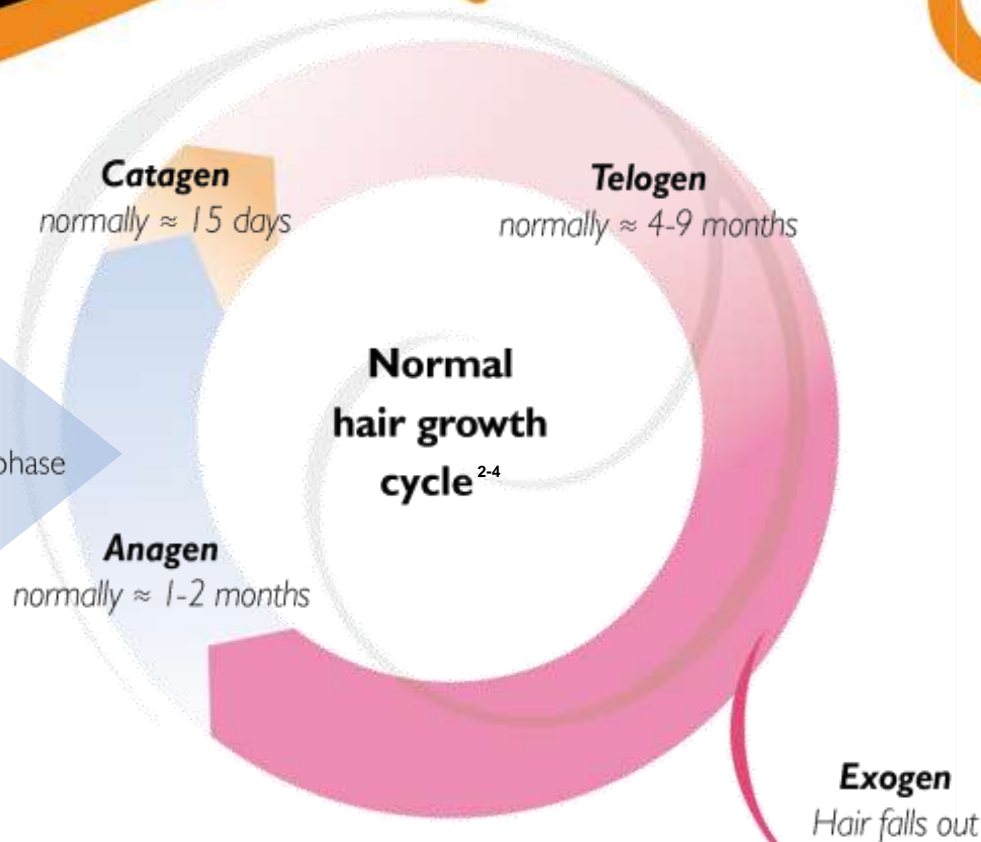
# HAIR GROWTH

3

**LATISSE™ is believed to affect the anagen phase (active growth phase) of the eyelash in 2 ways:<sup>1</sup>**

- Increases the percentage of hair follicles in this phase
- Lengthens the duration of the anagen phase

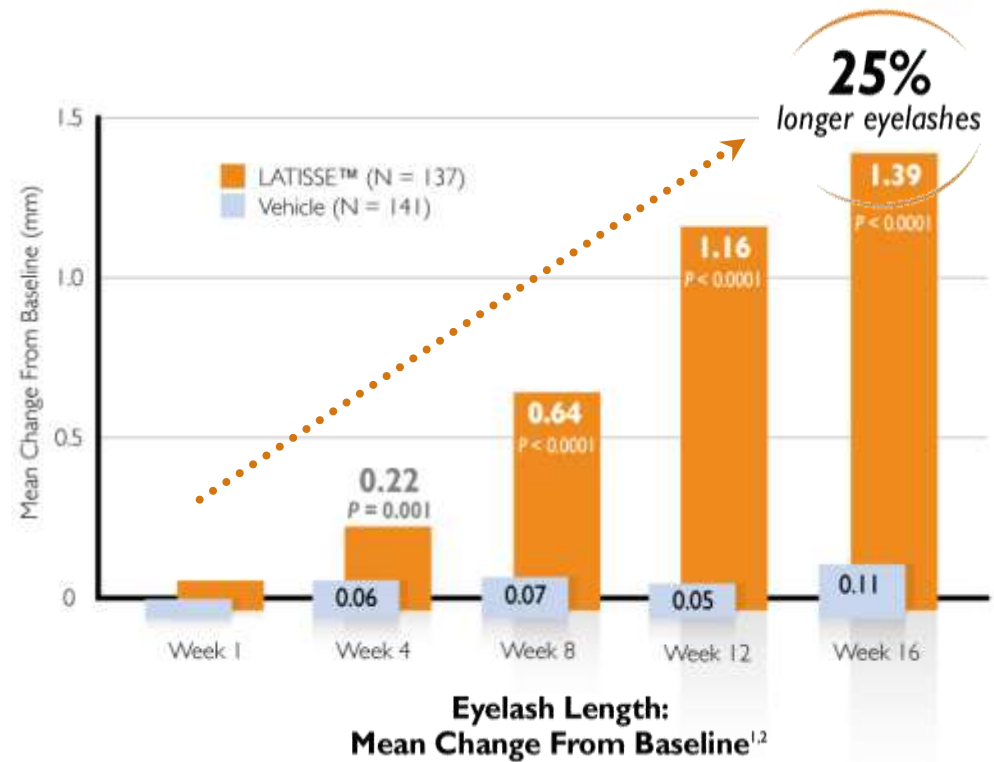
*Exact mechanism unknown.*



1. LATISSE™ Prescribing Information.
2. Johnstone MA, Albert DM. Prostaglandin-induced hair growth. *Surv Ophthalmol.* 2002;47(suppl 1):S185-S202.
3. Elder MJ. Anatomy and physiology of eyelash follicles relevance to lash ablation procedures. *Ophthal Plast Reconstr Surg.* 1997;13(1):21-25.
4. Na JI, Kwon OS, Kim BJ et al. Ethnic characteristics of eyelashes: a comparative analysis in Asian and Caucasian females. *Br J Dermatol.* 2006;155(6):1170-1176.

# VISIBLE RESULTS IN AS FEW AS 4 WEEKS

- Multicenter, randomized, double-masked, vehicle-controlled, parallel-group study (N = 278). Subjects applied LATISSE™ nightly for 16 weeks.
- Improvement noted as early as week 4 and continued through week 16—resulting in 25% longer eyelashes<sup>1,2</sup>



Improvements from baseline as measured in millimeters by digital-image analysis.

1. LATISSE™ Prescribing Information.

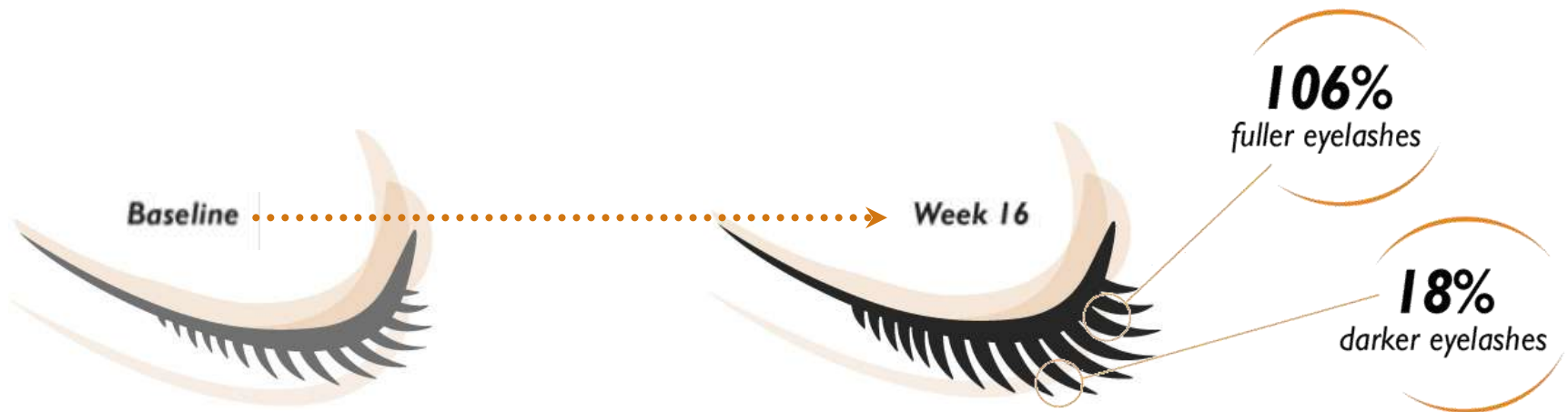
2. Data on file, Allergan, Inc., 2008; Study 1902024-032.

# MEASURABLE IMPROVEMENTS IN FULLNESS AND DARKNESS

5

## Eyelash Fullness/Darkness: Mean Percent Change From Baseline<sup>1</sup>

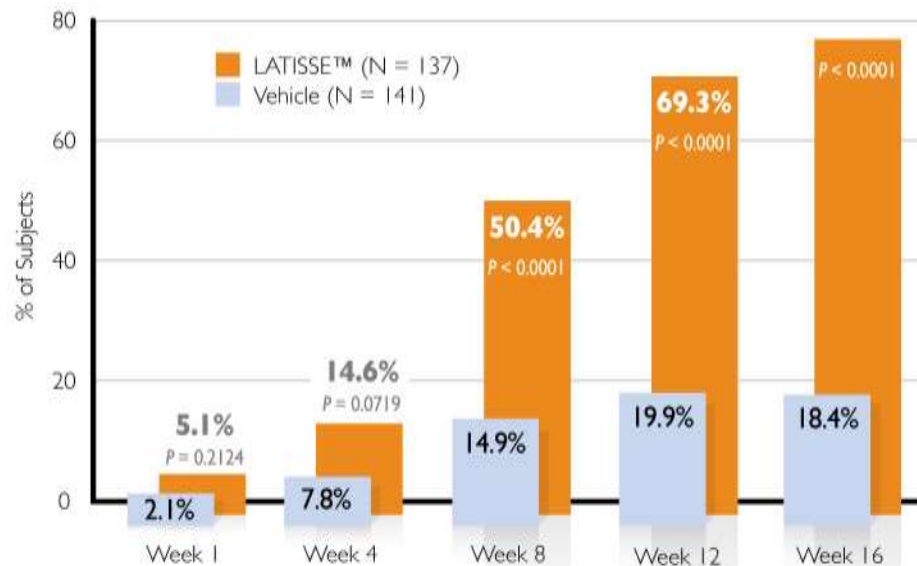
Assessment of progressive eyelash fullness/thickness and darkness measured by digital-image analysis.



For illustrative purposes only

# DRAMATIC EFFECTS IN 8 to 16 WEEKS

6



**78%** of patients  
experienced an  
improvement in overall  
eyelash prominence

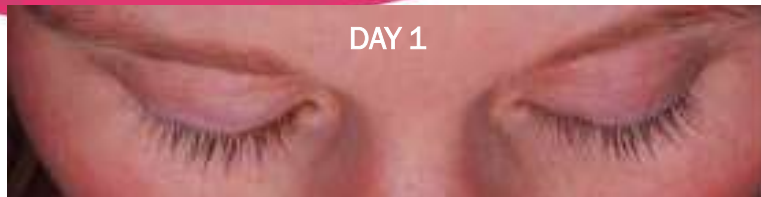
## Percentage of Subjects With ≥ 1-Grade Increase From Baseline on the Global Eyelash Assessment (GEA) Scale<sup>1,2</sup>

Overall eyelash prominence across both eyes measured using the GEA scale, a photonumeric rating scale. Eyelash prominence was graded from 1 (minimal eyelash prominence) through 4 (very marked eyelash prominence).

*Prominence is defined by length, fullness, and darkness.*

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# RESULTS: BEFORE AND AFTER



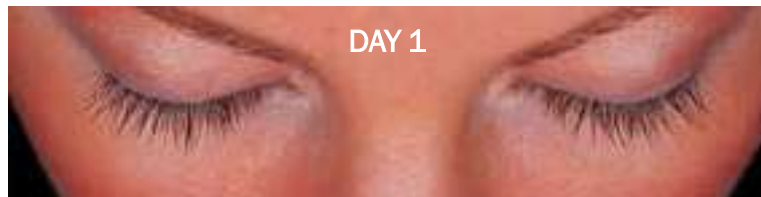
DAY 1

Minimal eyelash prominence (GEA Grade 1)



WEEK 16

Marked eyelash prominence (GEA Grade 3)



DAY 1

Moderate eyelash prominence (GEA Grade 2)



WEEK 16

Marked eyelash prominence (GEA Grade 3)



DAY 1

Moderate eyelash prominence (GEA Grade 2)



WEEK 16

Marked eyelash prominence (GEA Grade 3)

Unretouched clinical photos of actual Latisse™ users. Individual results may vary. Latisse™ was evaluated in a multicenter, double-masked, randomized, vehicle-controlled, parallel study (N = 278). Primary efficacy endpoint 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 end of treatment period (week 16).<sup>1</sup>

1. Latisse™ Prescribing Information.

# AN EXTRA SAFETY MEASURE FROM ALLERGAN

- Latisse™ comes packaged with FDA-approved sterile applicators
  - Helps maximize safety and efficacy
  - Single-use and disposable



# INSTRUCTIONS FOR DAILY USE

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# FREQUENTLY ASKED QUESTIONS

## **How is LATISSE™ solution different from other products?**

Only LATISSE™ has been studied in clinical trials and is FDA approved to grow eyelashes longer, fuller, and darker.

## **How soon will patients see results?**

The onset of effect with LATISSE™ is gradual. In clinical trials, the majority of users saw a significant difference in 2 months.

## **What are the side effects with LATISSE™?**

The most common side effects after using LATISSE™ are an itching sensation in the eyes and/or eye redness. This was reported in approximately 4% of patients. LATISSE™ may cause other less common side effects, which typically occur on the skin close to where LATISSE™ is applied, or in the eyes. These include skin darkening, eye irritation, dryness, or redness of the eyes.

## **What if patients stop using LATISSE™ ?**

Eyelashes are expected to return to their previous appearance over several weeks to months.

## **Can patients use mascara with LATISSE™?**

Yes, patients can use mascara in addition to LATISSE™.

NOTE: See the LATISSE™ Patient Brochure for more Frequently Asked Questions.

Source: LATISSE™ Prescribing Information.

# SUMMARY

- LATISSE™ solution is the *first* and *only* FDA-approved treatment to grow eyelashes longer, fuller, and darker in patients with inadequate or not enough eyelashes
- Safety and efficacy demonstrated in clinical trials
  - Visible results in as few as 4 weeks<sup>1,2</sup>
  - Dramatic effects in 12 to 16 weeks<sup>1</sup>
  - Most common side effects occurred in less than 4% of patients<sup>1</sup>
- Easy to use, with FDA-approved applicators to help maximize safety

1. LATISSE™ Prescribing Information.

2. Data on file, Allergan, Inc., 2008; Study 1902024-032.

# IMPORTANT INFORMATION

## Indication

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

## 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.

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