

Introducing Latisse™

FDA
APPROVED

*A prescription treatment for
hypotrichosis used to grow eyelashes, making
them longer, thicker, and darker.*

*Eyelash hypotrichosis is another name for having
inadequate or not enough eyelashes.*

Ask your doctor if Latisse™ is right for you.
Please see Important Safety Information on the back cover.

Latisse™
(bimatoprost ophthalmic solution) 0.03%

Introducing Latisse™—the *first* and *only* FDA-approved treatment for people with inadequate or not enough eyelashes

A new innovation in lashes

What is Latisse™?

Latisse™ solution is a prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker, and darker.

Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

How does it work?

Latisse™ is believed to affect the growth (*anagen*) phase of the eyelash hair cycle in 2 ways: first, it increases the length of this phase; and second, it increases the number of hairs in this growth phase.

The exact way it works is unknown.¹

How soon will I see results?

The onset of effect with Latisse™ solution is gradual. In clinical trial, the majority of Latisse™ users saw a significant improvement by 2 months.¹

How is Latisse™ different?

Only Latisse™ has been approved by the FDA as a prescription treatment for hypotrichosis used to grow eyelashes. It also has been studied in clinical trial to demonstrate its safety and effectiveness.¹

Your lashes | Real results

Unretouched photos of Latisse™ users in clinical trial at baseline and week 16.



The onset of effect with Latisse™ solution is gradual. In clinical trial, the majority of Latisse™ users saw significant improvement by 2 months.¹ Individual results may vary.

Please see Important Safety Information on the back cover.

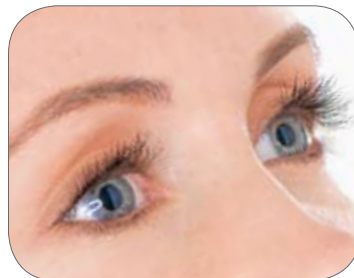
Latisse™
(bimatoprost ophthalmic solution) 0.03%

Ask your doctor today about LATISSE™

Can anyone use LATISSE™?

You should not use LATISSE™ solution if you are allergic to one of its ingredients. Also, tell your doctor or eye care specialist if any of the following apply to you:

- **Previously diagnosed with eye pressure problems:** People with a history of eye pressure problems (specifically *elevated intraocular pressure*) should speak to an eye care specialist before starting LATISSE™
- **Currently taking medication for eye pressure problems:** People taking medication to lower their IOP should be closely monitored while using LATISSE™ solution
- **Have risk factors for glaucoma:** People with risk factors for an eye condition called *glaucoma*, including a family history of glaucoma, should speak to an eye care specialist before starting LATISSE™



Is LATISSE™ safe?

The safety and effectiveness of LATISSE™ was shown in a clinical trial. Ask your doctor for more information about the safety of LATISSE™ solution, and see the Important Safety Information on the back cover of this brochure.



What are the possible side effects with LATISSE™?

The most common side effects after using LATISSE™ are eye itching or eye redness. These were reported by about 4% of users in clinical trial.¹ LATISSE™ solution 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 eyelids.¹

If you develop a new eye condition (like an eye trauma or infection), experience a sudden decrease in vision, have eye surgery, or develop any eye reactions, particularly an infection and eyelid reactions, you should immediately talk to your doctor about whether or not to continue using LATISSE™ solution.

Please see Important Safety Information on the back cover.

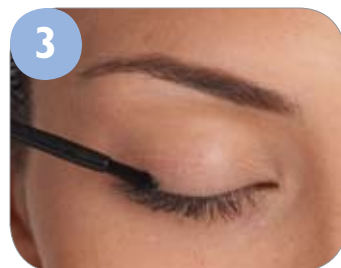
Latisse™
(bimatoprost ophthalmic solution) 0.03%

Using LATISSE™ is easy

How do I use LATISSE™?

1. Once nightly, start by ensuring your face is clean, makeup and contact lenses are removed.
2. Remove an applicator from its tray. Then, holding the sterile applicator horizontally, place one drop of LATISSE™ solution on the area of the applicator closest to the tip but not on the tip.
3. Then immediately draw the applicator carefully across the skin of the upper eyelid margin at the base of the eyelashes (where the eyelashes meet the skin) going from the inner part of your lash line to the outer part.
4. Blot any excess solution beyond the eyelid margin.
5. Dispose of the applicator after one use. Repeat for the opposite upper eyelid margin using a new sterile applicator. This helps minimize any potential for contamination from one eyelid to another.

Important: DO NOT APPLY in your eye or to the lower lid. Only use the sterile applicators that come with LATISSE™



Should I remove my contact lenses first?

As a precaution, it's recommended that you remove your contact lenses because they can absorb an ingredient in LATISSE™ solution. You can put them back in 15 minutes after application.

What if I forget to apply LATISSE™?

If you miss a dose, don't try to "catch up." Just apply LATISSE™ the next evening. Make LATISSE™ solution part of your evening routine, like brushing your teeth or removing your makeup. **IMPORTANT:** Using LATISSE™ more than once a day will not increase the growth of eyelashes more than daily use.

What should I do if LATISSE™ gets in my eye?

It is not expected to cause harm. Don't rinse your eye. Be careful to keep the tip of the bottle or applicator from touching your fingers, objects, or surfaces in order to avoid contamination.

What if I stop using LATISSE™?

Your lashes are expected to return to their previous appearance over several weeks to months.¹

Can I continue to wear mascara while using LATISSE™?

Yes, you can use mascara in addition to LATISSE™ solution.

Please see Important Safety Information on the back cover.

Latisse™
(bimatoprost ophthalmic solution) 0.03%

Talk to your doctor and see if LATISSE™ is right for you

LATISSE™ is available by prescription only. To find a doctor near you who is familiar with LATISSE™ use the Find a Doctor tool at www.latisse.com or call 1-800-433-8871 for more information.

LATISSE™ solution is a prescription treatment for hypotrichosis used to grow eyelashes, making them longer, thicker, and darker.

Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

Important Safety Information

Do not use LATISSE™ solution if you are allergic to one of its ingredients.

LATISSE™ solution is intended for use on the skin of the upper eyelid margins at the base of the eyelashes. DO NOT APPLY to the lower eyelid. If you have a history of abnormal intraocular pressure (IOP), you should only use LATISSE™ under the close supervision of your physician.

LATISSE™ use may cause darkening of the eyelid skin which may be reversible. Although not reported in clinical studies, LATISSE™ use may also cause increased brown pigmentation of the colored part of the eye which is likely to be permanent.

You should tell your physician you are using LATISSE™ especially if you have a history of eye pressure problems. You should also tell anyone conducting an eye pressure screening that you are using LATISSE™.

The most common side effects after using LATISSE™ solution are an itching sensation in the eyes and/or eye redness. This was reported in approximately 4% of patients. LATISSE™ solution 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 of the eyes, and redness of the eyelids.

Full prescribing information has been provided to your doctor.

1. LATISSE™ Prescribing Information.



Latisse™
(bimatoprost ophthalmic solution) 0.03%



ALLERGAN ©2009 Allergan, Inc., Irvine, CA 92612. ™ marks owned by Allergan, Inc. www.latisse.com Re-order: APC24HA09 803790

THE SCIENCE OF REJUVENATION™