

# Latisse™

(bimatoprost ophthalmic solution) 0.03%

## Fact Sheet

LATISSE™ (bimatoprost ophthalmic solution) 0.03% is the first and only science-based prescription treatment approved by the U.S. Food and Drug Administration (FDA) for hypotrichosis that is used to grow eyelashes, making them longer, thicker and darker. Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

### **How is LATISSE™ used?**

LATISSE™ is a once-daily prescription treatment applied to the base of the upper eyelashes with a sterile, single-use-per-eye disposable applicator. LATISSE™ should not be applied to the lower eyelashes, and only the sterile applicators packaged with LATISSE™ should be used to apply the treatment.



### **How was LATISSE™ studied?**

LATISSE™ was clinically tested in a Phase III study. Patients were randomly assigned to apply treatment with LATISSE™ or placebo to both upper eyelids, at the base of the lashes, once daily for 16 weeks. The primary efficacy endpoint was overall eyelash prominence at the end of the 16-week treatment period as measured by a  $\geq 1$ -grade improvement on a 4-point Global Eyelash Assessment Scale. Secondary efficacy endpoints were eyelash length, thickness, and darkness. All of the endpoints in the LATISSE™ pivotal trial were met. By the end of the 16-week treatment period, patients treated with LATISSE™ experienced statistically significant greater improvement ( $p < 0.0001$  for each endpoint) than those in the placebo group in the measurements of eyelash prominence, length, thickness and darkness.



Before



After

*Before and After Photos (at week 16) of LATISSE™ Clinical Trial Patient – Individual results may vary following treatment.*

### **Does LATISSE™ work?**

In a Phase III clinical study, LATISSE™ users experienced statistically significant improvements in eyelash prominence at the end of the 16-week timeframe, including:

- A  $\geq 1$ -grade improvement on a 4-point Global Eyelash Assessment Scale
- 25% increase in length of their eyelashes
- 106% increase in thickness/fullness of their eyelashes
- 18% increase in darkness of their eyelashes

### **Is LATISSE™ safe?**

LATISSE™ provides patients a clinically meaningful aesthetic benefit with a favorable safety profile. The FDA reviewed clinical study results to verify the identity, potency, purity, and stability of the ingredients, and demonstrated that the product is safe and effective if used as prescribed under a doctor's care. LATISSE™ (bimatoprost ophthalmic

solution) 0.03% was well tolerated in the clinical study and 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.

### **How does Latisse™ work?**

Although the precise mechanism of action is unknown, Latisse™ is believed to affect the growth (anagen) phase of the eyelash hair cycle in two ways: first, it increases the length of this phase; and second, it increases the number of hairs in this growth phase. Bimatoprost is the active pharmaceutical ingredient in Latisse™.

### **What happens when you stop treatment with Latisse™?**

To maintain effect, continued treatment is required. If use of Latisse™ is discontinued, eyelashes will gradually return to where they were prior to treatment over a period of several weeks to months (average eyelash hair cycle).

### **Where can I purchase Latisse™?**

Latisse™ is available only by prescription, and any doctor can prescribe it. In most states, it is permissible for doctors to dispense prescription products, so consumers can purchase Latisse™ from their prescribing doctor. In a few states, however, laws prohibit doctors from dispensing prescription products so you will have to fill your prescription at the pharmacy. A “Find-A-Doctor” locator tool is available at [www.latisse.com](http://www.latisse.com).

### **Important Information About 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.

### **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.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.

Full prescribing information is available at [www.latisse.com](http://www.latisse.com) and [www.allergan.com](http://www.allergan.com).

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