LATISSE® applicators

Proper use of LATISSE® (bimatoprost ophthalmic solution) 0.03% requires the accompanying FDA-approved sterile applicators.

The FDA-approved sterile applicators are designed to help patients properly apply the product.

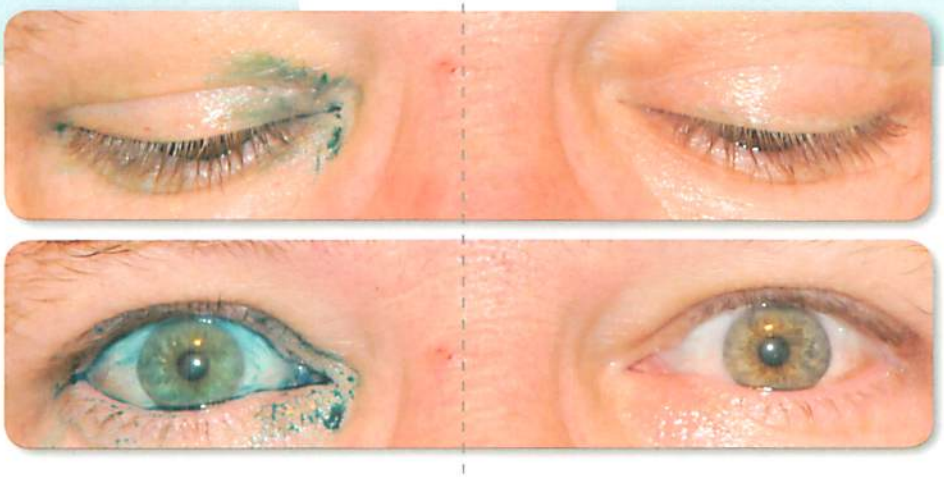
- **Volume of bimatoprost when applied to the upper eyelid margin with the applicator is ≈ 5% of the volume used as an eyedrop**[1]
- **DO NOT APPLY** in the eye or to the lower lid because excess hair growth outside the treatment area may occur. **ONLY** use the sterile applicators supplied with LATISSE® to apply the product
- Don't allow the tip of the bottle or applicator to contact surrounding structures, fingers, or any other unintended surface in order to avoid contamination by common bacteria known to cause infections

Eyedrop vs dermal application

In an ocular splash experiment, the same volume as a drop of LATISSE® was instilled directly in the eye and applied to the upper eyelid margin of the other eye.[1] See the results below.

When instilled directly in the eye, the blue dye indicates how much volume gets into the eye and on the eyelid.[1]

When applied on the upper eyelid margin with an applicator, the blue dye indicates how much volume gets into the eye and on the eyelid.[1]



For application instructions, see the reverse side.

Please see Important Safety Information on the reverse side.

Latisse®
(bimatoprost ophthalmic solution) 0.03%

How to apply

Once nightly, start by ensuring the face is clean, makeup and contact lenses are removed.

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.

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 the lash line to the outer part.

Blot any excess solution beyond the eyelid margin. If the solution gets into the eye, it is not expected to cause harm. The eye should not be rinsed.

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.

Contact lenses should be removed prior to application of LATISSE® and may be reinserted 15 minutes following its administration.

It is possible for hair growth to occur in other areas of the skin that LATISSE® frequently touches. Any excess solution outside the upper eyelid margin should be blotted with a tissue or other absorbent material to reduce the chance of this from happening. It is also possible for a difference in eyelash length, thickness, fullness, pigmentation, number of eyelash hairs, and/or direction of eyelash growth to occur between eyes. These differences, should they occur, will usually go away if one stops using LATISSE®.

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: In patients using LUMIGAN® (bimatoprost ophthalmic solution) 0.03% or other prostaglandin analogs for the treatment of elevated intraocular pressure (IOP), 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.

There is the potential for hair growth to occur in areas where LATISSE® solution comes in repeated contact with skin surfaces.

LATISSE® solution should be used with caution in patients with active intraocular inflammation (eg, uveitis) because the inflammation may be exacerbated.

LATISSE® contains benzalkonium chloride, which may be absorbed by soft contact lenses. Contact lenses should be removed prior to application of solution and may be reinserted 15 minutes following its administration.

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.

Dosage and Administration: Apply nightly directly to the skin of the upper eyelid margin at the base of the eyelashes using the accompanying applicators. Blot any excess solution beyond the eyelid margin. Dispose of the applicator after one use. Repeat for the opposite eyelid margin using a new sterile applicator. Do not apply to the lower eyelash line.

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

1. Data on file, Allergan, Inc.

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