

LATISSE™ Quick Reference Guide

GENERAL

Q | What is LATISSE™?

A | LATISSE™ solution is indicated to treat hypotrichosis of the eyelashes by increasing their growth, including length, thickness, and darkness.¹

Q | What is the active ingredient in LATISSE™?

A | The active ingredient in LATISSE™ is bimatoprost 0.03%.

Q | How is LATISSE™ solution different from other products?

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

Q | How does it work?

A | 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. Exact mechanism of action is unknown.¹

Q | What if patients stop using LATISSE™?

A | Patients' eyelashes are expected to return to their previous appearance over several weeks to months.¹



Latisse™
(bimatoprost ophthalmic solution) 0.03%

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GENERAL (CONTINUED)

Q | Who can prescribe LATISSE™?

A | Any physician can prescribe LATISSE™ solution. Patients can use the Find a Doctor tool at www.latisse.com to locate physicians near them who can prescribe LATISSE™.

Q | Is LATISSE™ available on the Internet?

A | LATISSE™ is available by prescription only and is distributed by physicians' offices and retail pharmacies.

Q | How will patients learn about LATISSE™?

A | Allergan is supporting the launch of LATISSE™ solution with massive consumer advertising, including TV, magazines, and the Internet. You've been given in-office materials to also help raise awareness and start the conversation.

Q | Why do contact lenses need to be removed before applying?

A | As a precaution, it's recommended that patients remove their contact lenses because LATISSE™ solution contains benzalkonium chloride, a common preservative, which may be absorbed by soft contact lenses. Contacts may be reinserted 15 minutes following LATISSE™ administration. However, LATISSE™ is applied nightly.

Q | Can patients continue to wear mascara while using LATISSE™?

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

Q | What do I need to tell patients about LATISSE™?

A | Please see the Patient Counseling Information section of the LATISSE™ Prescribing Information for a complete and detailed overview.

Q | What kinds of questions might patients ask about LATISSE™?

A | Please refer to the patient brochures to find the questions—and answers—patients are likely to ask about LATISSE™.

RESULTS

Q | How soon can patients expect results?

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

Q | How can I help my patients have a good outcome with LATISSE™?

A | Managing patients' expectations is very important. Talk to patients about what side effects they might experience, as well as how soon they might see results. The onset of effect is gradual, but the majority of patients saw significant improvement by 2 months in the clinical trial.¹ The starter kit includes a patient tearsheet and brochure covering these very issues to help counsel patients. Advise patients to follow these instructions closely, as consistent, careful use gives patients the best possible chance of a good outcome.

PATIENT CONSIDERATIONS

Q | Can anyone use LATISSE™?

A | LATISSE™ solution is contraindicated in patients with hypersensitivity to bimatoprost or any other ingredient in this product.

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PATIENT CONSIDERATIONS (CONTINUED)

Q | Are there any patients with special precautions?

A | Before starting patients on LATISSE™, talk about ocular health with patients who have or have had a history of the following:

• Previously diagnosed with eye pressure problems

Patients who have been previously diagnosed with elevated intraocular pressure (IOP) or have a history of elevated IOP should speak to an eye care specialist prior to starting LATISSE™.

• Currently on IOP-lowering medications

Patients who are currently using IOP-lowering medications should speak with their eye care specialist prior to starting LATISSE™ solution.

• Have risk factors for or were previously diagnosed with glaucoma

Patients with risk factors for glaucoma or a family history of glaucoma should speak to an eye care specialist prior to starting LATISSE™.

SAFETY AND SIDE EFFECTS

Q | What are the side effects?

A | The most frequently reported adverse events were eye pruritus (eye itching), conjunctival hyperemia (red eye), skin hyperpigmentation (darkening), ocular irritation, dry eye symptoms, and erythema (redness) of the eyelid. These events occurred in less than 4% of patients.¹

Encourage patients to call you immediately if they 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. Based on these conditions, you may determine whether or not to continue

the patient's use of LATISSE™ solution. If you have further questions, please speak with your Allergan Sales Representative or Allergan Medical Affairs.

Q | Will there be iris color changes with LATISSE™?

A | 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.¹ If you have further questions, please speak with your Allergan Sales Representative or Allergan Medical Affairs.

Q | Will there be lid pigmentation changes with LATISSE™?

A | LATISSE™ may cause darkening of the eyelid skin, which may be reversible upon discontinuation of the product.¹ It is important that patients apply LATISSE™ solution as directed with the FDA-approved sterile applicators. If you have further questions, please speak with your Allergan Sales Representative or Allergan Medical Affairs.

Q | What is IOP?

A | Eye pressure is commonly referred to as intraocular pressure or IOP. Eye pressure exists because eyes produce a clear fluid to keep them nourished and healthy.

Q | Will there be IOP reduction with the use of LATISSE™?

A | 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.¹ Patients using prostaglandin analogs for IOP reduction should only use LATISSE™ solution after consulting with their physician and should be monitored for changes to their intraocular pressure.¹ If you have further questions, please speak with your Allergan Sales Representative or Allergan Medical Affairs.

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SAFETY AND SIDE EFFECTS (CONTINUED)

Q | What if a patient calls to say they have red eye?

A | Conjunctival hyperemia (red eye) occurred in less than 4% of patients.¹ Advise patients to make sure that they're following the nightly application instructions with the accompanying FDA-approved sterile applicators.

Q | How should patients be instructed to apply LATISSE™?

A | The following are step-by-step instructions for patients:

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.

Q | Can patients use cotton swabs to apply LATISSE™?

A | No, for optimal safety and efficacy, LATISSE™ should only be applied with its FDA-approved sterile applicators.

Q | What if LATISSE™ gets in a patient's eye?

A | It is not expected to cause harm. Patients don't need to rinse their eye. Reinforce the proper application instructions.

DUAL DISTRIBUTION

Q | Why is there also pharmacy distribution for LATISSE™?

A | Certain states limit physician dispensing of prescription products so pharmacy distribution is necessary. New patients will be directed to participating practices for prescriptions through various targeted marketing tactics.

PRICING

Q | Is there a price discount for physicians so we can compete with pharmacies?

A | Yes, physician practices will receive a 20% discount when purchasing directly from Allergan.

ALLERGAN PARTNER PRIVILEGES™ (APP)

Q | Can I earn APP points with LATISSE™?

A | Only dispensing physicians are eligible for *Allergan Partner Privileges™* points. Fractional points will be awarded for purchases of less than 6 kits. One point will be awarded for 6 kits (half a case) and 2 points will be awarded for 12 kits (1 case).

Q | As a dispensing physician, why can't I get APP credit if I decide to write prescriptions instead of dispensing?

A | Only physicians that dispense LATISSE™ solution in the practice through a direct sale can earn points.

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FIND A DOCTOR

Q | How do I get listed on your Find a Doctor online registry?

A | A purchase of 2 cases (24 kits) qualifies the physician to be listed on the Find a Doctor registry. Ask your Allergan Sales Representative for specifics on how you can be included.

FOR NONDISPENSING STATES

Q | Why can't I buy LATISSE™ directly from Allergan?

A | Certain states prohibit physicians from the direct sale/dispensing of prescription products. Allergan does not sell to physicians in these states and therefore does not ship to physicians in these states unless they can demonstrate they are legally permitted to dispense and/or sell.

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

I. LATISSE™ Prescribing Information.



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