

Lashes thinning as you get older?

More than double your
lash fullness in 16 weeks



Week 0



Week 8



Week 16

ODILE, age 47

Paid user without mascara—lashes not retouched.

Your results may vary. By prescription only.

If discontinued, lashes will gradually return to their previous appearance.

2.5 MILLION KITS SOLD*

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:

If you are using, or have used, prescription products for any eye pressure problems, only use **LATISSE®** under close doctor care.

Please see additional Important Safety Information inside this brochure and on the back cover.

Why wait? Ask your doctor if LATISSE® is right for you.

Latisse®
(bimatoprost ophthalmic solution) 0.03%

Over years, your lashes
may have thinned.



*“After 40,
my lashes thinned.
Now I use LATISSE®.”*

ODILE, age 47

*“Over time, I didn’t
have enough eyelashes.
My doctor prescribed
LATISSE®.”*

MARTINA, age 43



Important Safety Information (continued):

LATISSE® use, may cause increased brown pigmentation of the colored part of the eye which is likely permanent. Eyelid skin darkening may occur which may be reversible.

Please see additional Important Safety Information in this brochure and on the back cover.

In 16 weeks, grow more.²



Week 0

Week 8

Week 16



Odile and Martina are paid LATISSE® solution users. The lashes in these photos have not been retouched, and the women are not wearing mascara.

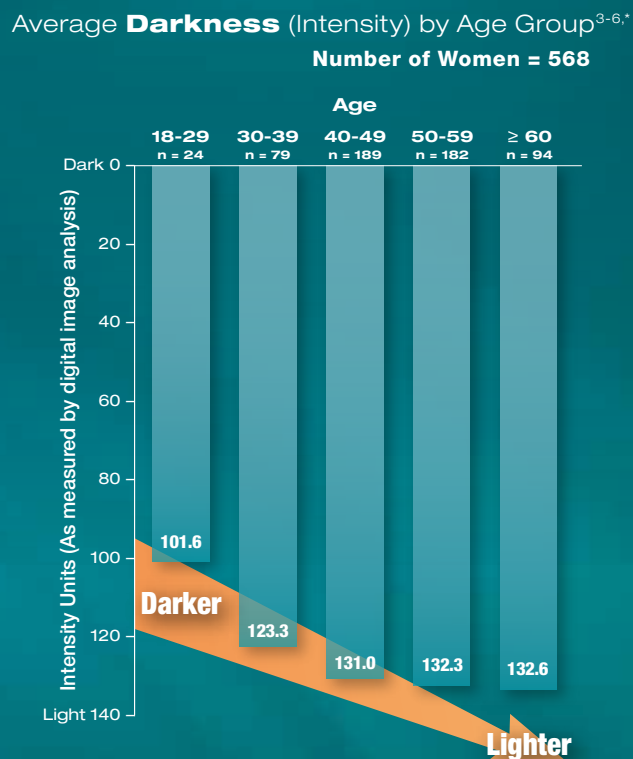
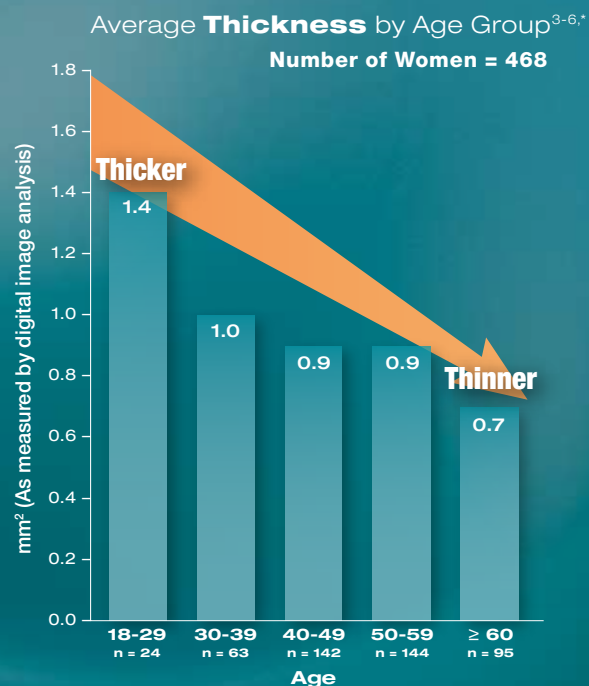
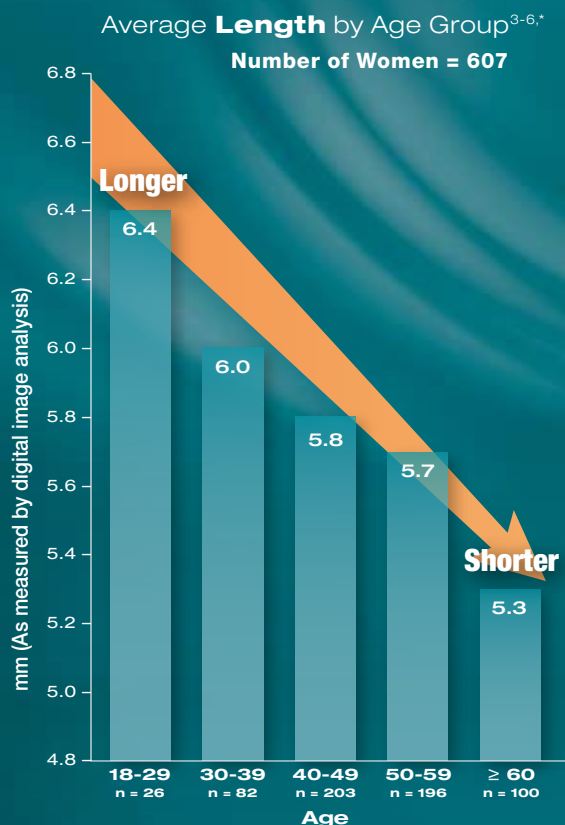
Individual results may vary. By prescription only.

It is possible for a difference in eyelash length, thickness, fullness, pigmentation (darkness), number of eyelash hairs, and/or direction of eyelash growth to occur between eyes (eg, results may vary for each eye). These differences, should they occur, will usually go away if you stop using LATISSE®. If you stop using LATISSE®, your eyelashes are expected to return to their previous appearance over several weeks to months.²

Lash characteristics in the clinical studies

In a group of women with inadequate or not enough eyelashes at the start of the LATISSE® clinical studies, data suggest trends toward shorter, thinner, and lighter lashes in older patients.^{3-6,*}

Lash length, thickness, and darkness were measured using a sophisticated camera in a process called digital image analysis.



Important Safety Information (continued):

Only apply at the base of the upper eyelashes. DO NOT APPLY to the lower eyelid. Hair growth may occur in other skin areas that **LATISSE®** solution frequently touches.

Please see additional Important Safety Information in this brochure and on the back cover.

*All measurements were done within a specific area of the upper eyelashes. Length was measured in pixels, as well as mm. Thickness was also measured in pixels, as well as mm². Darkness, or intensity, was measured by looking at the average intensity of each pixel blob (a group of pixels that are touching) and interpreting it on a continuum from 0 (black) to 255 (white).

Real results—A real difference.



As you can see here, LATISSE® solution works gradually. While you may start seeing longer lashes after 4 weeks, to reach maximum length, fullness, and darkness, you must use LATISSE® every day for 16 weeks.

- **At week 4:** You may start to see longer lashes³
- **At week 8:** You may start to see fuller and darker lashes³
- **At week 16: FULL** dramatic results²

Do not reduce or stop nightly application of LATISSE® solution when you first notice results.

Important Safety Information (continued):

If you develop or experience any eye problems or have eye surgery, consult your doctor immediately about continued use of **LATISSE®**. The most common side effects after using **LATISSE®** solution are itchy eyes and/or eye redness. If discontinued, lashes will gradually return to their previous appearance.

The women in the top row are paid users. The lashes in these photos have not been retouched, and the women are not wearing mascara.

The photos in the bottom row are unretouched clinical photos of actual LATISSE® users. The women are not wearing mascara.

Individual results may vary. By prescription only.

It is possible for a difference in eyelash length, thickness, fullness, pigmentation (darkness), number of eyelash hairs, and/or direction of eyelash growth to occur between eyes (eg, results may vary for each eye). These differences, should they occur, will usually go away if you stop using LATISSE® solution.

If you stop using LATISSE®, your eyelashes are expected to return to their previous appearance over several weeks to months.²

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About Safety

The most common side effects after using LATISSE® are eye itching or eye redness. These were reported by about 4% of patients in the clinical trials.² 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.²

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

LATISSE® use may cause increased brown pigmentation of the colored part of the eye, which is likely to be permanent. While very infrequent, increased iris pigmentation has occurred when LATISSE® solution was administered.

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 medications to lower their intraocular pressure (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®

Do not apply LATISSE® in your eye or to the lower lid. Ask your doctor for complete application instructions.

It is possible for hair growth to occur in other areas of your skin that LATISSE® frequently touches.

Remove contact lenses prior to applying LATISSE® solution. Contact lenses may be reinserted 15 minutes after application.

Don't allow the tip of the bottle or applicator to touch fingers or any other unintended surface, as contamination by common bacteria is known to cause infections.



Please see additional Important Safety Information in this brochure and on the back cover.

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Using LATISSE®: What you need to know

5 steps to grow your lashes



1 Before applying

Before applying LATISSE® daily, ensure your face is clean, makeup and contact lenses are removed.



2 Prepare the applicator

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 Apply to skin using applicator

Immediately draw the applicator carefully along the skin at the base of the **upper** eyelashes (where the eyelashes meet the skin) going from the inner part of your lash line to the outer part.



4 Blot excess

Blot any excess solution beyond the eyelid with a tissue.



5 Dispose of applicator

Dispose of the applicator after one use. Repeat for opposite eyelid, using a new, sterile applicator to help minimize any potential for contamination from one eyelid to another.

Important reminders



Apply LATISSE® solution nightly for 16 weeks. Do not reduce or stop application when you first notice results.



DO NOT APPLY directly into the eye or to the lower lid and blot excess solution with a tissue.



Only use the sterile applicators supplied with LATISSE® to apply the product.



Don't allow the tip of the bottle or applicator to touch fingers or any other unintended surface, as contamination by common bacteria is known to cause infections.



Remove contact lenses prior to applying LATISSE® solution. Contact lenses may be reinserted 15 minutes after application.



If you get LATISSE® in your eye, do not rinse your eye. It is not expected to cause harm.



If you miss a dose of LATISSE® solution, don't try to play "catch up." Just apply LATISSE® the next day.



Remember, **if you stop using LATISSE®**, lashes will gradually return to their previous appearance.

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LATISSE® solution is available by prescription only. To find a doctor near you who is familiar with LATISSE®, use *Find a Doctor* at Latisse.com or call 1-800-433-8871 for more information.

Full Prescribing Information has been provided to your doctor.

1. Data on file, Allergan, Inc., January 2009-April 2011. 2. LATISSE® Prescribing Information. 3. Data on file, Allergan, Inc., 2008; Study No. 192024-032. 4. Data on file, Allergan, Inc., 2008; Study No. 192024-038. 5. Data on file, Allergan, Inc., 2008; Study No. 192024-051. 6. Data on file, Allergan, Inc.; Pooled Baseline Analyses, 2011.

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