



Richard G. Glogau, M.D. INC.

The U.S. Food and Drug Administration (FDA) has just approved Latisse™ (bimatoprost ophthalmic solution) 0.03% as a novel treatment for hypotrichosis – inadequate or not enough eyelashes. Latisse is the first and only prescription treatment approved by the FDA for inadequate or insufficient eyelashes, growing them longer, fuller and darker.”

Latisse™ will be available in the office January 27, 2009 and will fulfill a previously unmet need by providing patients with a clinically meaningful aesthetic benefit with a favorable safety profile. Dr. Richard G. Glogau, Clinical Professor of Dermatology at University of California San Francisco served as a clinical investigator for the FDA approval trials.

Latisse™ is a once-daily treatment applied to the base of the upper eyelashes with a sterile, single-use-per-eye disposable applicator. Latisse™ users can expect to experience longer, fuller and darker eyelashes in as little as eight weeks, with significant results in 12 to 16 weeks. To maintain effect, continued treatment with Latisse™ is required. If treatment is discontinued, eyelashes will gradually return to where they were prior to treatment over a period of weeks to months (average eyelash hair cycle).

IMPORTANT Latisse™ SAFETY INFORMATION

Latisse™ (bimatoprost ophthalmic solution) 0.03% 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 are using LUMIGAN® or other products in the same class for elevated intraocular pressure (IOP), or if you have a history of abnormal IOP, you should only use Latisse™ under the close supervision of your doctor.

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.

It is possible for hair growth to occur in other areas of your 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 you stop 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.

If you develop a new ocular condition (e.g., trauma or infection), experience a sudden decrease in visual acuity, have ocular surgery, or develop any ocular reactions, particularly conjunctivitis and eyelid reactions, you should immediately seek your doctor's advice concerning the continued use of Latisse™ solution.

350 Parnassus Avenue, Suite 400 San Francisco, California 94117-3685

☎ 415-564-1261 ✉ 415-564-1967

www.sfderm.com