



discover  
the secret

  
**Latisse**<sup>®</sup>  
(bimatoprost topical solution 0.03% w/v)

 **Allergan.**

## research shows lashes diminish with age

Are your lashes thinner than they used to be? Do they seem lighter and shorter? You're not alone! Clinical studies in women who felt they had inadequate or not enough lashes have shown that over time lashes may become thinner and shorter. Women in their 30s and 40s who were dissatisfied with their eyelashes had thinner, shorter, and lighter lashes compared with a younger age group (ages 18-29) who were also dissatisfied.<sup>1</sup>

Here's what younger and older lashes can look like.

### younger lashes

### older lashes



**FULLER**



**THINNER**



**LONGER**



**SHORTER**



**DARKER**



**LIGHTER**

## get the lashes you've always dreamed of

Hypotrichosis is a medical term that means that you don't have enough eyelashes. Whatever the reason for your hypotrichosis, now there's good news — your doctor has recommended Latisse<sup>®</sup>, a safe, effective treatment that has been shown to grow fuller, longer, more luxurious eyelashes in as little as eight weeks.<sup>2</sup>

## what is Latisse®?

Latisse® is a prescription eyelash product approved in Canada to grow your natural eyelashes fuller, longer and darker. Visible results happen as early as eight weeks, with full effect in 12-16 weeks.<sup>2</sup>

## results in just 8 weeks

In the clinical trial, the majority of Latisse® users saw significantly improved lashes within two months, with regular, daily use. By the end of four months, lashes were 25% longer, 106% fuller and 18% darker, with 78% of trial participants experiencing an improvement in overall eyelash prominence. The results? Fuller, longer and darker lashes!<sup>2</sup>

## how is Latisse® different?

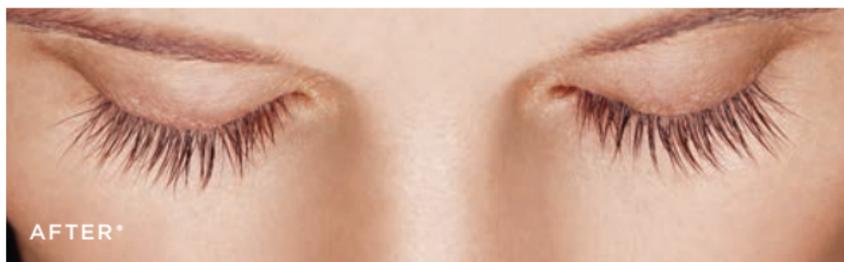
Unlike over-the-counter eyelash products that condition and moisturize lashes, or mascara products that make your lashes look longer than they are, Latisse® has been clinically proven to actually grow noticeably fuller, longer and darker lashes.<sup>1</sup> Latisse® is clinically proven and approved in Canada.<sup>2</sup>

## how does Latisse® work?

Latisse® is believed to prolong the anagen phase, which is the active growth phase of the eyelashes. Exactly how this results in improved lashes is not yet fully known.<sup>2</sup>

## your own lashes – fuller, longer, darker

Actual unretouched photos of Latisse® users,  
without mascara.



\*Individual treatment results may vary.

# frequently asked questions

## **CAN I STILL WEAR MASCARA IF I USE LATISSE®?**

Yes, there is no problem in using mascara while you are using LATISSE®.

## **WHAT IF I FORGET TO APPLY LATISSE®?**

If you miss a night, don't apply extra to try to catch up. Simply apply one drop of LATISSE® the next night as usual and stay on schedule.

## **WHAT IF I STOP USING LATISSE®?**

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

## **ARE THERE POSSIBLE SIDE EFFECTS?**

The most common side effects after using LATISSE® solution are an itching sensation in the eyes and/or eye redness. These were 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, eye dryness and eyelid redness.<sup>2</sup>

## **COULD MY EYE COLOUR CHANGE WITH LATISSE®?**

LATISSE® use has been associated with iris pigmentation (increased brown pigmentation of the coloured part of the eye). This pigmentation is likely to be permanent. As overdosing (more medication than required) of LATISSE® may contribute to this pigmentation, it is extremely important to follow the instructions on how to use LATISSE®.<sup>2</sup>

## **WILL THERE BE LID PIGMENTATION CHANGES WITH LATISSE®?**

LATISSE® may cause darkening of the eyelid skin which may be reversible in most patients.<sup>2</sup>

## **CAN ANYONE USE LATISSE®?**

You should not use LATISSE® if you are allergic to any of its ingredients. Also, you should talk to your doctor or eye care specialist before starting LATISSE® if any of the following apply to you:

- previous diagnosis of eye pressure problems (specifically, elevated intraocular pressure).
- currently taking medication for eye pressure problems (particularly intraocular pressure). If so, you should be closely monitored while using LATISSE®.
- risk factors for glaucoma including a family history of glaucoma. Please speak to an eye care specialist before starting LATISSE®.



## how to use LATISSE®

### STEP 1

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



### STEP 2

Remove an applicator from its tray. Then, holding the sterile unmodified applicator horizontally, place **ONLY** one drop of LATISSE® on the area of the applicator closest to the tip but not on the tip.



### STEP 3

Then immediately draw the unmodified 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.



### STEP 4

**Blot any excess solution beyond the eyelid margin.**



### STEP 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.

## safety information

LATISSE<sup>®</sup> solution is used to treat hypotrichosis (less than normal hair) to grow eyelashes longer, fuller, and darker.

DO NOT use LATISSE<sup>®</sup> if you are allergic to bimatoprost, or to any of the other ingredients or parts of the container.

BEFORE you use LATISSE<sup>®</sup> talk to your doctor if

- You have no visible eyelashes
- You are pregnant or breastfeeding
- You have an active eye infection or inflammation, eyelid disease, eyelid infection, broken or irritated eyelid skin, or eye injury
- You need to have eye surgery
- You are allergic to bimatoprost

If you are taking, or have recently taken, any other medicines, especially eye medications for glaucoma to lower intraocular pressure, use LATISSE<sup>®</sup> under the close supervision of your doctor.

LATISSE<sup>®</sup> is intended for use on the skin of the upper eyelid margin at the base of the eyelashes. **DO NOT APPLY to the lower eyelid.**

LATISSE<sup>®</sup> may cause increased brown pigmentation of the coloured part of the eye (the iris) which is likely to be permanent. As overdosing of LATISSE<sup>®</sup> (e.g., putting more than one drop on the applicator) may contribute to this pigmentation, it is extremely important to follow the instructions of your doctor, and remember:

- Do not apply directly in the eye
- Do not add more than one drop to the applicator provided
- Blot any excess solution outside the upper eyelid margin with a tissue or other absorbent material
- Do not use more than once daily
- Do not apply to the lower eyelash line
- Do not use the same applicator for more than one eye. Do not reuse or alter the applicator in any form, and do not use any other brush/applicator to apply LATISSE<sup>®</sup>
- If you miss a dose, don't try to "catch up". Just apply LATISSE<sup>®</sup> the next evening. Do not double dose.

Like all medicines, LATISSE<sup>®</sup> can have side effects. Most of the side effects are not serious.

The most common side effects are itchy and/or red eyes, reported in approximately 4% of patients. Less common side effects typically occur on the skin close to where LATISSE<sup>®</sup> is applied, or in the eyes. These include skin darkening which may be reversible, iris pigmentation, eye irritation, dryness of the eyes, and redness of the eyelids. Hair growth may occur in other areas of your skin that LATISSE<sup>®</sup> frequently touches. Blot any excess solution outside the upper eyelid margin with a tissue or absorbent material. Eyelash length, thickness, fullness, pigmentation, number of eyelash hairs, and/or direction of eyelash growth may differ between eyes. If LATISSE<sup>®</sup> is discontinued, lashes gradually return to their previous appearance.

If LATISSE<sup>®</sup> solution from a single dose gets into the eye, it is not expected to cause harm. Application of LATISSE<sup>®</sup> may temporarily blur your vision. Do not drive or use machines until your vision has cleared.

Don't allow the tip of the bottle or applicator to contact surrounding structures, fingers, or other surfaces in order to avoid contamination by common bacteria known to cause infections.

LATISSE<sup>®</sup> contains a preservative which may discolour soft contact lenses. If you wear contact lenses, remove them before using LATISSE<sup>®</sup>. They may be reinserted 15 minutes after application of LATISSE<sup>®</sup>

If you develop a new eye condition (e.g. trauma or infection), experience a sudden decrease in vision, have eye surgery, or develop eye reactions, particularly conjunctivitis (eyelid infection) and eyelid reactions, you should immediately seek your doctor's advice concerning the continued use of LATISSE<sup>®</sup> solution.

This is not a complete list of side effects. For any unexpected effects while taking LATISSE<sup>®</sup> contact your doctor.

## double your lash fullness\*



a prescription treatment that  
grows fuller, longer, darker lashes  
in just 8 to 12 weeks

\*Individual treatment results may vary.

This brochure is provided to doctors as a patient education tool.  
Please do not distribute without the advice of a doctor.

References: 1. Data on file, Allergan Inc, Pooled baseline analysis, 2011.  
2. LATISSE<sup>®</sup> Product Monograph. May 26, 2014. LATISSE<sup>®</sup> is a registered trademark of Allergan Inc. © 2019 Allergan. All rights reserved.

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