

# Offer a special gift to your patients

**Latisse®**  
(bimatoprost ophthalmic solution) 0.03%

**VIVITÉ®**

**LATISSE® is available by prescription only.**

**VIVITÉ® is a nonprescription product available only through physicians.**

## Indication

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. Apply LATISSE® only to the skin of the upper eyelid margin at the base of the eyelashes.

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

**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.

**Click here for full prescribing information.**

## GIFT WITH PURCHASE

With this limited-time offer, when patients buy one LATISSE® kit, they get one **FREE VIVITÉ®** Vibrance Therapy (\$119 value)\*.

**Not all consumers are potential LATISSE® patients. Only a physician can determine who is an appropriate patient.**

## BRING IN PATIENTS WITH THIS SPECIAL OFFER

- You educate her with an e-blast about the promotion (provided by your Allergan representative)
- She comes to the office and sees your counter card display
- You start a conversation with her about LATISSE®, using the special offer to generate interest
- She purchases LATISSE® solution to take advantage of the bonus offer



## WHAT SHE NEEDS TO DO

- 1 She fills out the tearsheet form from the counter card display.
- 2 She enrolls in *LashPerks* at [Latisse.com](http://Latisse.com).
- 3 She mails in the completed form, UPC code (bar code), and original receipt.
- 4 In approximately 4 weeks, she receives her **FREE VIVITÉ®** Vibrance Therapy in the mail.



## VIVITÉ® VIBRANCE THERAPY

Learn more at [viviteskincare.com](http://viviteskincare.com).



Offer expires October 1, 2010.

\*Free VIVITÉ® Vibrance Therapy (\$119 value) with qualifying LATISSE® purchase of \$72.00 or more. While supplies last. Additional terms and conditions apply. See counter card tearsheet for details.

If you no longer wish to receive e-mails from Allergan, Inc., about LATISSE® products, programs, and services, please contact your Allergan representative.

**ALLERGAN**  
THE SCIENCE OF REJUVENATION™

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