



# Introducing Latisse™

We're pleased to introduce Latisse™ (bimatoprost ophthalmic solution) 0.03%—the *first and only* FDA-approved 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.



Unretouched photos of Latisse™ users in the clinical trial before starting treatment and at week 16. The onset of effect with Latisse™ solution is gradual. In the clinical trial, the majority of users saw significant improvement by 2 months.<sup>1</sup> Individual results may vary.

Latisse™ has been studied in clinical trials to demonstrate its safety and effectiveness. To see more results or learn more, visit [www.latisse.com](http://www.latisse.com).

**AVAILABLE TODAY!**

#### Important Safety Information

Do not use Latisse™ solution if you are allergic to one of its ingredients.

Latisse™ solution 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 have a history of abnormal intraocular pressure (IOP), you should only use Latisse™ under the close supervision of your physician.

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.

You should tell your physician you are using Latisse™ especially if you have a history of eye pressure problems. You should also tell anyone conducting an eye pressure screening that you are 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.

[Click here](#) for full prescribing information.

Come in today for the newest innovation in lashes.

Ask if Latisse™ is right for you.

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

I. Latisse™ Prescribing Information.

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