



# 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.



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.

Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

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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