

LATISSE™ Wishes and the Make-A-Wish Foundation®

# HELPING MAKE WISHES COME TRUE

**Available now –**  
LATISSE™ (bimatoprost  
ophthalmic solution) 0.03%  
is a first of its kind  
scientifically proven  
prescription treatment for  
hypotrichosis to grow  
eyelashes longer, fuller  
and darker. Eyelash  
hypotrichosis is another  
term for inadequate or  
not enough eyelashes.

  
Latisse™  
(bimatoprost ophthalmic solution) 0.03%

  
MAKE-A-WISH®

With the recent availability of LATISSE™, the first and only science-based prescription treatment approved by the U.S. Food and Drug Administration for hypotrichosis to grow eyelashes longer, fuller and darker, you may now be able to fulfill your wish for more prominent eyelashes while also helping make wishes come true for children in need. Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes.

#### **LATISSE™ Wishes**

Allergan, the maker of LATISSE™, has launched the *LATISSE™ Wishes* charitable public awareness campaign built on the tradition of blowing on an eyelash to make a wish come true. Led by actress Brooke Shields and beauty expert to the stars Anastasia Soare, both LATISSE™ users, the campaign aims to generate \$1 million to support the Make-A-Wish Foundation, a non-profit organization dedicated to granting the wishes of children with life-threatening medical conditions.

#### **Join Actress Brooke Shields and Beauty Expert Anastasia Soare in Supporting the LATISSE™ Wishes Campaign**

*LATISSE™ Wishes* launched with an initial donation of \$500,000 from Allergan to the Make-A-Wish Foundation. You are encouraged to help double this amount to \$1 million by registering your support at [www.LATISSE.com](http://www.LATISSE.com) to help grant the wishes of children in your local community. Between now and December 31, 2009, Allergan will donate \$5 for each new visitor who registers online, up to an additional \$500,000. Please visit [www.LATISSE.com](http://www.LATISSE.com) to learn more about LATISSE™ and register your support for the *LATISSE™ Wishes* campaign to benefit the Make-A-Wish Foundation.

**LATISSE™ is available now. Come in today and ask the doctor if the newest innovation in lashes is right for you.**

#### **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. 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. LATISSE™ use may also cause increased brown pigmentation of the colored part of the eye which is likely to be permanent.

If you are using other prescription products for lowering eye pressure or have a history of eye pressure problems, use LATISSE™ under close physician supervision.

If you develop or experience any eye problems, eyelid reactions, or have eye surgery, consult your physician immediately about continued use of 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.

Full prescribing information is available at [www.LATISSE.com](http://www.LATISSE.com) and [www.allergan.com](http://www.allergan.com).