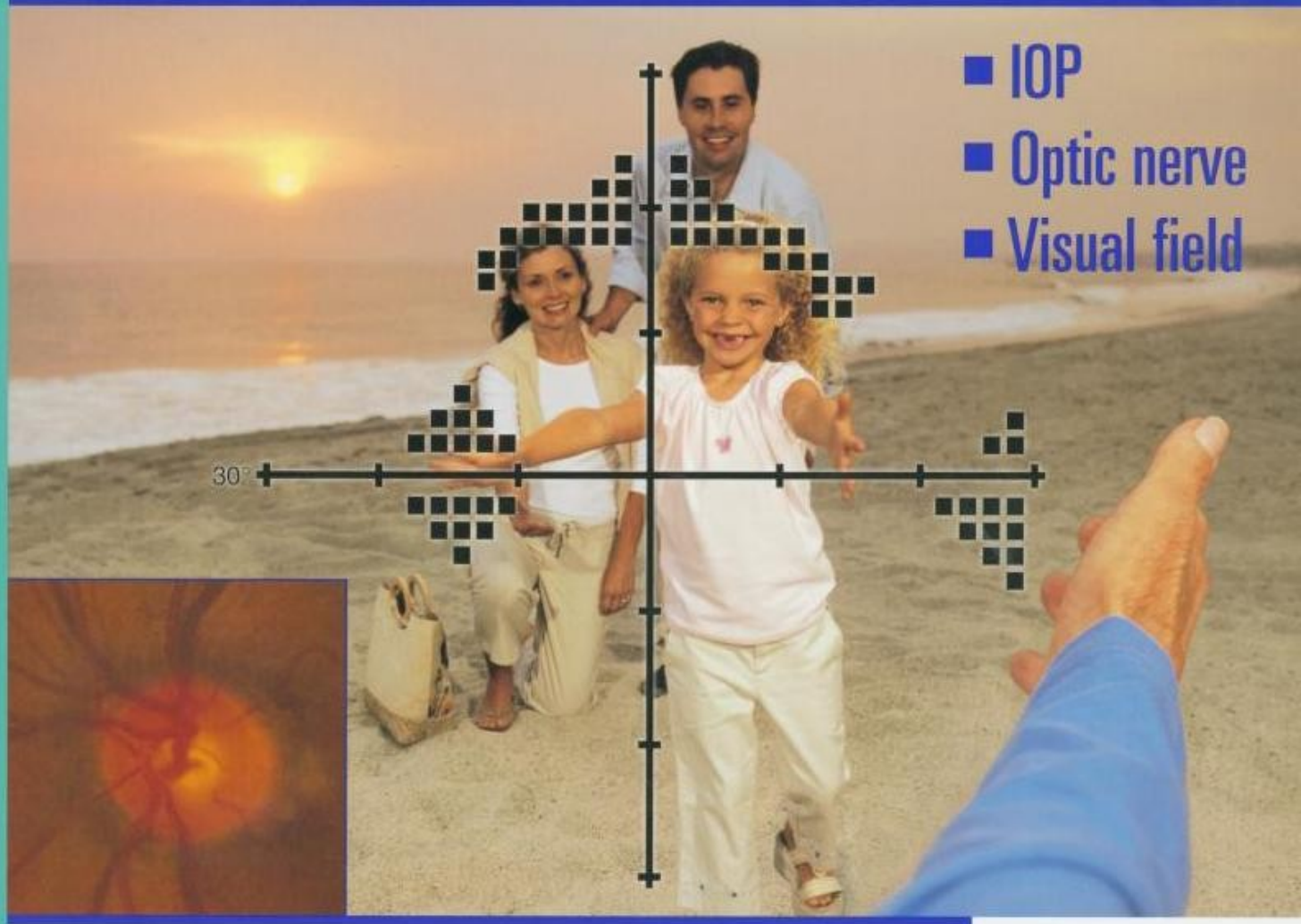
When you see disease progression, such as changes in...



- IOP
- Optic nerve
- Visual field

"Good enough" may not be low enough anymore

Go lower with

LUMIGAN®

(bimatoprost ophthalmic solution) 0.03%

Patients concerned about vision want lower IOP...

Vast majority of patients want lower IOP and will adhere to therapy to get it

- 92% of patients prefer medication that lowers IOP the most[14]

  Based on Glaucoma Research Foundation survey of 4310 patients

- 92% to 95% of patients say they will stay on LUMIGAN® [9,15]

  Based on open-label (n = 1219) and separate product-experience (EPIC, n = 238) trials

- LUMIGAN® patients refill their prescription at the same rate as patients on other lipid therapies[16]

  – 1-year IMS prescription data analysis showed similar persistency percentages (between 68% to 71%) for LUMIGAN®, latanoprost, and travoprost

Patients will manage hyperemia for lower IOP
...give them the choice

Go lower with
LUMIGAN®
(bimatoprost ophthalmic solution) 0.03%

Please see representative for full prescribing information.

Patients at risk of disease progression need lower IOP...

Weight of evidence proves LUMIGAN® produces lowest mean IOP[1-12]

For example...

vs beta-blockers[1-4] — **42% to 54%** greater mean IOP reduction than timolol[1]

Higginbotham: over 12 months, 10 AM time point (N = 715)

vs travoprost[5-7] — **16% to 29%** greater mean IOP reduction[5]

Cantor: over 6 months, 9 AM time point (N = 26)

vs latanoprost[4,7-11] — **27% to 42%** greater mean IOP reduction[8]

Noecker: over 6 months, 12 noon time point (N = 269)

vs dual therapy[9,12] — **14% to 27%** greater mean IOP reduction than *Cosopt*®[12]

Coleman: over 3 months, 10 AM time point (N = 177)

Percentages calculated from data of peer-reviewed study noted. Time points chosen based on peak effect of comparator.

- A dozen studies from peer-reviewed publications
- Over 3000 patients
- Against leading IOP-lowering therapies

When "good enough" isn't low enough, turn to the proven performance of LUMIGAN®

Go lower with
LUMIGAN®
(bimatoprost ophthalmic solution) 0.03%

Please see representative for full prescribing information.

LUMIGAN® produces lowest mean IOP…

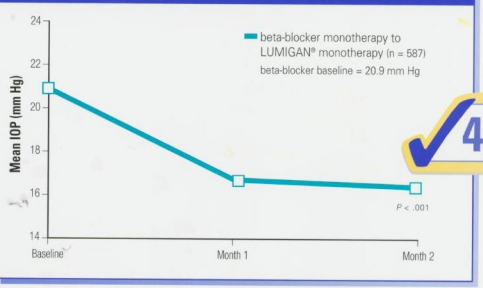
vs beta-blockers

Demonstrated in well-controlled, head-to-head trials…

- In two identical, randomized, double-masked, 1-year clinical trials, LUMIGAN® (n = 474) provided statistically significantly superior mean IOP reduction than timolol (n = 241) at every time point, every study visit[1]

…and a real-world, open-label replacement study

Effects of LUMIGAN® replacement of beta-blocker therapy on mean IOP[2]



Community-based, 2-month, open-label, multicenter trial.

4.4 mm Hg additional mean reduction*

*At month 2

LUMIGAN® is indicated for the reduction of elevated intraocular pressure (IOP) in patients with open-angle glaucoma or ocular hypertension who are intolerant of other IOP-lowering medications or insufficiently responsive (failed to achieve target IOP determined after multiple measurements over time) to another IOP-lowering medication.

Go lower with LUMIGAN® (bimatoprost ophthalmic solution) 0.03%

LUMIGAN® produces lowest mean IOP…

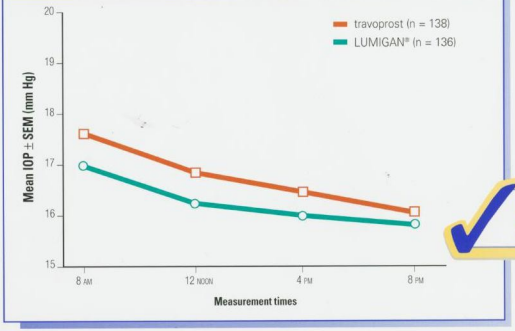
vs travoprost

Demonstrated in well-controlled, head-to-head trial…

- In a randomized, investigator-masked, 6-month clinical trial, LUMIGAN® (n = 14) provided greater mean IOP reduction than travoprost (n = 12)[6]
  - Differences not statistically significant due to small sample size

…and a 12-week, head-to-head trial

LUMIGAN® vs travoprost: diurnal mean IOP at month 3[7]



Randomized, 12-week, parallel-group study. Differences were numerically greater.

Lower mean IOP all day long

LUMIGAN® (bimatoprost ophthalmic solution) 0.03% has been reported to cause changes to pigmented tissues. These reports include increased pigmentation and growth of eyelashes and increased pigmentation of the iris and periorbital tissue (eyelid). These changes may be permanent.

Go lower with
LUMIGAN®
(bimatoprost ophthalmic solution) 0.03%

LUMIGAN® produces lowest mean IOP…

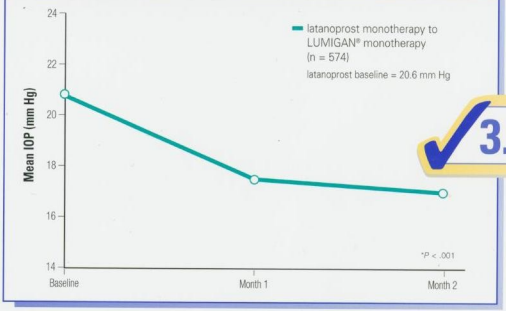
✓ vs latanoprost

Demonstrated in well-controlled, head-to-head trial…

- In a randomized, investigator-masked, 6-month clinical trial, LUMIGAN® (n = 133) provided statistically significantly greater mean IOP reduction than latanoprost (n = 136) at every time point, every study visit[8]

…and a real-world, open-label replacement study

Effects of LUMIGAN® replacement of latanoprost therapy on mean IOP[9]



Community-based, 2-month, open-label, multicenter trial.

✓ **3.6 mm Hg additional mean reduction***

*At month 2

Please see representative for full prescribing information.

Go lower with LUMIGAN® (bimatoprost ophthalmic solution) 0.03%

LUMIGAN® produces lowest mean IOP…

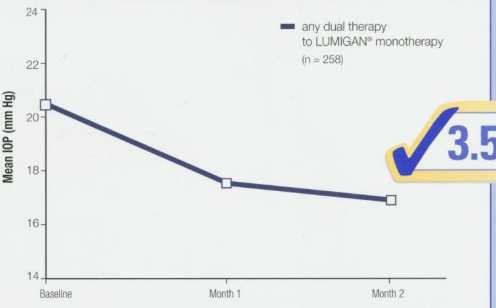
vs dual therapy

Demonstrated in well-controlled, head-to-head trial…

- In a randomized, investigator-masked, 3-month clinical trial, LUMIGAN® (n = 90) provided statistically significantly greater mean IOP reduction than *Cosopt*® (n = 87) at 3 out of the 4 measured time points[12]

…and a real-world, open-label replacement study

Effects of LUMIGAN® replacement of dual therapy on mean IOP[13]



Community-based, 2-month, open-label, multicenter trial.

3.5 mm Hg additional mean reduction*

*At month 2

The most frequently reported adverse events occurring in approximately 15% to 45% of patients dosed once daily, in descending order of incidence, were conjunctival hyperemia, growth of eyelashes, and ocular pruritus.

Go lower with LUMIGAN® (bimatoprost ophthalmic solution) 0.03%

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NOTE TO REPRESENTATIVE: When providing this material to physicians, please present and leave full prescribing information.

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