Endurance

TRAVATAN® Solution controls IOP throughout the day and beyond.[1]

TRAVATAN® provides 24-hour IOP control

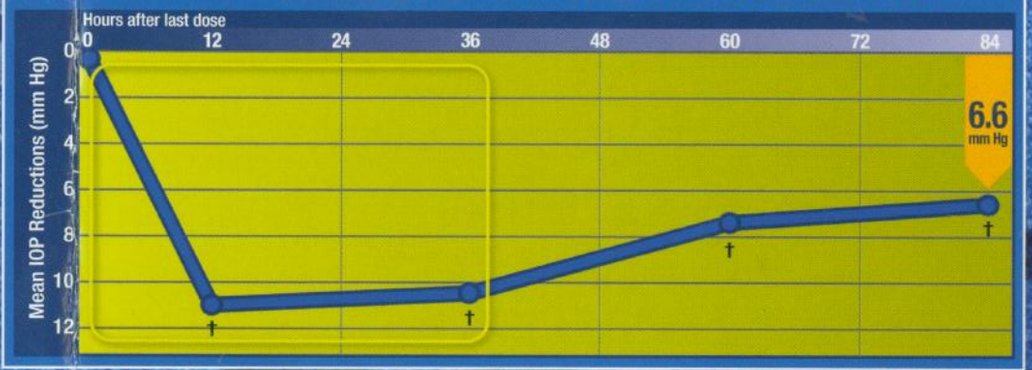
- 24 hours post dose, TRAVATAN® Solution mean IOP was **2.9 mm Hg lower** than XALATAN*[1]
- 24-hour IOP control is essential for visual field protection[2-4]

Even when your patients forget, TRAVATAN® doesn't

- TRAVATAN® Solution **maintains 90% of its IOP-lowering effect** for at least 36 hours after the last dose[1]
- Extended control is important because 59% of glaucoma patients don't take their medication regularly[5]

Endurance with TRAVATAN® Solution — It goes on and on

TRAVATAN® Solution offers IOP lowering for up to 84 hours



A washout period of 4 weeks was followed by 2 weeks of therapy on TRAVATAN® Solution (n=21). At day 14, the final dose was administered at 8 PM and IOP measurements were taken. The average reduction at each time point was highly statistically significant.
†$p<0.0001$

TRAVATAN® Solution 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.

The recommended dosage is one drop in the affected eye(s) once daily in the evening.

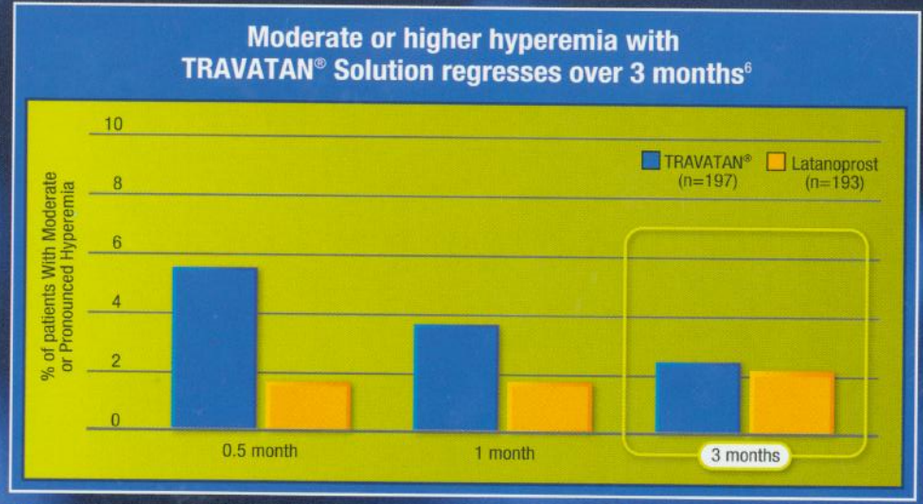
TRAVATAN® Solution has been reported to cause changes to pigmented tissues. The most frequently reported changes have been increased pigmentation of the iris and periorbital tissue (eyelid) and increased pigmentation and growth of eyelashes. These changes may be permanent.

TRAVATAN® Solution may gradually change eye color, increasing the amount of brown pigmentation in the iris by increasing the number of melanosomes (pigment granules) in melanocytes. The long-term effects on the melanocytes and the consequences of potential injury to the melanocytes and/or deposition of pigment granules to other areas of the eye are currently unknown.

TRAVATAN®
(travoprost ophthalmic solution) 0.004%
Control That Lasts.

Endurance

TRAVATAN® Solution tolerability is easy to endure



Moderate to pronounced hyperemia levels assessed through 3 months in patients taking either TRAVATAN® or latanoprost during a double-masked trial.

- Hyperemia with TRAVATAN® Solution regresses over 3 months[6]
- TRAVATAN® Solution hyperemia is primarily the result of full FP receptor agonism, not the activation of EP_1 inflammatory pathways, as occurs with LUMIGAN*[7,8]
- EP_1 receptors are proven to play a direct role in inflammation and redness[9]

Hyperemia with TRAVATAN® Solution is mild and diminishes over time

The most common ocular event was hyperemia, which was reported by 35% to 50% of patients. Ocular events reported at an incidence of 5% to 10% include decreased visual acuity, eye discomfort, foreign body sensation, pain, and pruritus.

Before prescribing TRAVATAN® Ophthalmic Solution, please read the full prescribing information.

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(travoprost ophthalmic solution) 0.004%
Control That Lasts.

Alcon®
ALCON LABORATORIES, INC.
Fort Worth, Texas 76134
www.alconlabs.com

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