

ACUVAIL™ IS A CUT ABOVE OUR BEST... ARE YOU STOCKING IT?



STOCK ACUVAIL™—The optimal formulation of the market leader, ketorolac Sure to Be in High Demand Beginning Late August 2009

TRADE LAUNCH INFORMATION

For your convenience, product ordering information is provided below.

Name: ACUVAIL™ (ketorolac tromethamine ophthalmic solution) 0.45%

How it's supplied: Sterile solution in clear, LDPE, single-use vials packaged in a foil pouch. Each package contains 30 single-use vials containing 0.4 mL of product each, which is a 15-day supply.

NDC

0023-3507-30

CONTACT YOUR WHOLESALER FOR DETAILS.

There Is no A/B-Rated Equivalent for ACUVAIL™

- Approximately 200 Sales Reps will sell ACUVAIL™

Special Introductory Offers

- ACUVAIL™ rebate coupon entitles patients to savings of up to \$30
 - Physician-issued coupon program
- Ongoing trial program to encourage initial use



INDICATION

ACUVAIL™ ophthalmic solution is a nonsteroidal anti-inflammatory indicated for the treatment of pain and inflammation following cataract surgery.

Important Safety Information

CONTRAINDICATION

ACUVAIL™ solution is contraindicated in patients with previously demonstrated hypersensitivity to any of the ingredients in the formulation.

WARNINGS AND PRECAUTIONS

Topical nonsteroidal anti-inflammatory drugs (NSAIDs) may slow or delay healing. Topical corticosteroids are also known to slow or delay healing. Concomitant use of topical NSAIDs and topical steroids may increase the potential for healing problems. There is the potential for cross-sensitivity to acetylsalicylic acid, phenylacetic acid derivatives, and other NSAIDs. With some NSAIDs, there exists the potential for increased bleeding time due to interference with thrombocyte aggregation. Use of topical NSAIDs may result in keratitis. In some susceptible patients, continued use of topical NSAIDs may result in epithelial breakdown, corneal thinning, corneal erosion, corneal ulceration, or corneal perforation. These events may be sight threatening.

Please see additional Important Safety Information on reverse side and accompanying full prescribing information.

THE KETOROLAC MOLECULE ENHANCED... THE NSAID ADVANCED



ACUVAIL™ offers the following benefits for cataract surgery patients:

Powerful NSAID Efficacy

- The percentage of ACUVAIL™ patients with a **complete clearance** of ocular inflammation was approximately **2x greater** than vehicle (167/318 [53%] vs 41/155 [26%] for vehicle on day 14)¹
- Optimized, nearly neutral **pH of approximately 6.8** may help facilitate performance²
- **Rapid pain relief**—significantly more patients had pain scores of 0 at day 1 postcataract surgery compared with vehicle¹

Simple BID Dosing Schedule¹

Enhanced Patient Comfort

- **The only preservative-free ophthalmic NSAID available¹**
- Includes carboxymethylcellulose (CMC) to improve ocular comfort²
- **Only 1.5% (5/330) of patients reported burning or stinging²**

Important Safety Information (continued)

WARNINGS AND PRECAUTIONS

Postmarketing experience with topical NSAIDs suggests that patients with complicated ocular surgeries, corneal denervation, corneal epithelial defects, diabetes mellitus, ocular surface diseases (eg, dry eye syndrome), rheumatoid arthritis, or repeat ocular surgeries within a short period of time may be at increased risk for corneal adverse events, which may become sight threatening.

Postmarketing experience with topical NSAIDs also suggests that use more than 1 day prior to surgery or use beyond 14 days postsurgery may increase patient risk for the occurrence and severity of corneal adverse events.

Adverse Reactions

The most common adverse events were reported in 1% to 6% of patients and included increased intraocular pressure, conjunctival hyperemia and/or hemorrhage, corneal edema, ocular pain, headache, tearing, and vision blurred. Some of these events may be the consequence of the cataract surgical procedure.

Please see accompanying full prescribing information.

1. ACUVAIL™ Prescribing Information. 2. Data on file, Allergan, Inc., 2009; ACUVAIL™ New Drug Application: Clinical Overview.

Introducing

ACUVAIL™

(ketorolac tromethamine
ophthalmic solution) 0.45%



Your Next NSAID



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ACUVAIL

0.1% POLYACRYLAMIDE OPHTHALIC ACID EYE DROPS
0.1% POLYACRYLAMIDE OPHTHALIC ACID EYE GEL

HIGHLIGHTS OF PRESCRIBING INFORMATION

These highlights do not include all the information needed to use ACUVAIL[®] safely and effectively. See the prescribing information for ACUVAIL.

ACUVAIL is a Schedule II Controlled Substance under the Controlled Substances Act.

Initial U.S. Approval: 1990

Indications and Usage

ACUVAIL is indicated for the treatment of moderate to severe dry eye disease in patients with dry eye disease.

Dosage and Administration

See the full ACUVAIL prescribing information for information on the recommended dosage and administration of ACUVAIL eye drops and eye gel.

Dosage Forms and Strengths

ACUVAIL is available as 0.1% polyacrylamide ophthalmic acid eye drops and eye gel.

Warnings and Precautions

See the full ACUVAIL prescribing information for information on the following warnings and precautions:
• Allergic reactions
• Contact lens use
• Use with other ophthalmic drugs
• Use with other systemic drugs

Controlled Substance

ACUVAIL is a Schedule II Controlled Substance under the Controlled Substances Act. See the full ACUVAIL prescribing information for information on the Controlled Substance.

For more information on ACUVAIL, call 1-800-445-1234 or 1-800-445-1098 or visit www.445.com/medwatch.

See the full ACUVAIL counseling information.

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FULL PRESCRIBING INFORMATION

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11.1 PRESCRIBING INFORMATION

1. INDICATIONS AND USAGE

ACUVAIL is indicated for the treatment of moderate to severe dry eye disease in patients with dry eye disease.

2. DOSAGE AND ADMINISTRATION

2.1 Recommended Dosage

1. **ACUVAIL** eye drops: Instill 1 drop into the eye 4 times daily. If the eye is irritated, instill 1 drop into the eye 4 to 6 times daily.

2.2 Use with Other Topical Ophthalmic Medications

ACUVAIL eye drops should be used at least 15 minutes before or after the use of other ophthalmic drugs. If the use of other ophthalmic drugs is necessary, use **ACUVAIL** eye drops first.

3. DOSAGE FORMS AND STRENGTHS

ACUVAIL is available as 0.1% polyacrylamide ophthalmic acid eye drops and eye gel.

4. CONTRAINDICATIONS

ACUVAIL is contraindicated in patients with a known hypersensitivity to polyacrylamide ophthalmic acid or any of the other ingredients.

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See the full ACUVAIL counseling information for information on the following patient counseling information:
• Allergic reactions
• Contact lens use
• Use with other ophthalmic drugs
• Use with other systemic drugs

See the full ACUVAIL counseling information for information on the following patient counseling information:
• Pregnancy, lactation, nursing children, and pediatric use

5. WARNINGS AND PRECAUTIONS

5.1 Allergic Reactions

See the full ACUVAIL prescribing information for information on the following allergic reactions:
• Allergic reactions
• Contact lens use
• Use with other ophthalmic drugs
• Use with other systemic drugs

5.2 Contact Lens Use

See the full ACUVAIL prescribing information for information on the following contact lens use:
• Contact lens use
• Use with other ophthalmic drugs
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5.3 Use with Other Ophthalmic Drugs

See the full ACUVAIL prescribing information for information on the following use with other ophthalmic drugs:
• Use with other ophthalmic drugs
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5.4 Use with Other Systemic Drugs

See the full ACUVAIL prescribing information for information on the following use with other systemic drugs:
• Use with other systemic drugs

8. USE IN SPECIFIC POPULATIONS

See the full ACUVAIL prescribing information for information on the following use in specific populations:
• Pregnancy, lactation, nursing children, and pediatric use

See the full ACUVAIL prescribing information for information on the following use in specific populations:
• Geriatric use

