



BE SUCCESSFUL WITH LACRISERT®

Welcome to a World of Successful LACRISERT® Users

LACRISERT® is easy to insert and, with practice, can usually be placed in less than a minute. Just follow the 5 simple steps below:



Step 1. Wash your hands thoroughly. Then place a dark towel beneath the blister unit on a flat surface and carefully peel back the white label. The dark towel will enable you to see LACRISERT® if it accidentally falls.



Step 2. Without touching the grooved tip, rinse the flexible applicator under hot water. Gently shake off the excess. The remaining moisture will help LACRISERT® adhere easily to the applicator.



Step 3. To pick up LACRISERT®, touch it lightly with the grooved tip. Put the applicator close to the edge of LACRISERT®. This will make it easier to place LACRISERT® in the eye.



Step 4. Looking slightly upward in a mirror, create a pocket in your lower lid by pulling down and away slowly from the outer corner of your eye.



Step 5. Brush LACRISERT® lightly against your inner lid. LACRISERT® will easily drop off and settle deep in the pocket. To help keep LACRISERT® in place, avoid rubbing your eyes.

After a few tries, you will find the best method of placing LACRISERT®. Before use, carefully read the complete insertion instructions provided by your doctor.

Experience success with quick and easy placement from LACRISERT®.

LACRISERT® is indicated in patients with moderate to severe Dry Eye syndromes, including keratoconjunctivitis sicca. LACRISERT® is indicated especially in patients who remain symptomatic after an adequate trial of therapy with artificial tear solutions. LACRISERT® is also indicated for patients with exposure keratitis, decreased corneal sensitivity, and recurrent corneal erosions.

Important Safety Information

LACRISERT® is contraindicated in patients who are hypersensitive to hydroxypropyl cellulose. The following adverse reactions have been reported in patients treated with LACRISERT® but were, in most instances, mild and temporary: blurring of vision, eye discomfort or irritation, matting or stickiness of eyelashes, and red eyes. If improperly placed, LACRISERT® may result in corneal abrasion.



SOME USEFUL TIPS FOR SUCCESS

Make Easy-to-Use LACRISERT® Even Easier

Now that you've been shown how simple it is to insert LACRISERT®, keep the following tips in mind:

1. If you wear contact lenses, insert LACRISERT® after putting in lenses¹
2. Don't be discouraged if, at first, you find it difficult to insert LACRISERT®. The process will become easier each time you use LACRISERT®, and the benefits you receive from LACRISERT® will be well worth the effort
3. If LACRISERT® is not deep enough in the pocket, many people find it helpful to simply pull their lower lid out and over LACRISERT® to secure it in place²
4. You may find it helpful to carry a compact mirror with you, in case you need to adjust LACRISERT®
5. Some people like to use a drop of artificial tears (ATs)* before or after inserting LACRISERT® to help guide LACRISERT® in the right position and also to moisten the eyes and help LACRISERT® dissolve more easily¹
6. LACRISERT® offers a flexible dosing schedule so you may choose to use LACRISERT® in the morning or at night. Some people find that their Dry Eye is relieved even if LACRISERT® is not used every day. You will decide when to use LACRISERT® based on your own Dry Eye needs
7. At times, when LACRISERT® is working to lubricate your eyes, you may experience slight blurring of vision. This is not a problem with LACRISERT® or your eyes, but a result of an added layer of protection with LACRISERT®. Try blinking a few times or applying a drop of ATs* in each eye to ease the blurring. If blurring continues, remove LACRISERT®.² Using LACRISERT® at night instead of in the morning may also help ease blurriness during the day¹
8. Some people who use LACRISERT® at night may wake with excess tear build-up around the eyelashes.² Do not rub. Gently wipe your closed eye with a wet cloth to remove the excess. You may also use a drop of ATs* to loosen the eyelashes and then wipe away
9. Do not use LACRISERT® if it has touched an unclean surface

*If necessary, always be sure to use a low-viscosity ATs formula when using LACRISERT®.¹

For more information, visit www.LACRISERT.com or call 1-877-ATON-549.

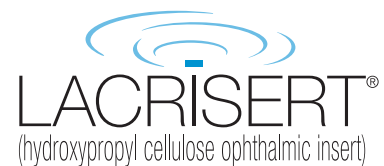
References: 1. Data on file. Aton Pharmaceuticals. 2. Lacrisert [package insert]. Lawrenceville, NJ: Aton Pharma, Inc.; 2007.



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Please see full Prescribing Information provided to your physician.

3150 Brunswick Pike, Ste. 230 Lawrenceville, NJ 08648 LAC-09-1055 October 2009



All-Day Relief



If you suffer from Dry Eye and use artificial tears (ATs) more than 4 times a day, you can

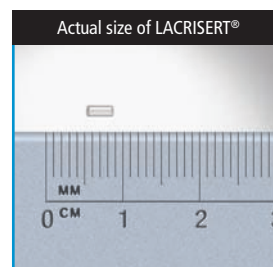
BE SUCCESSFUL WITH LACRISERT®

LACRISERT® Provides All-Day Dry Eye Relief in a Single Dose*

Dry eye is a debilitating condition that can limit your daily activities.¹ Once-daily LACRISERT® enables you to be successful in relieving Dry Eye so you can get back to everyday activities such as using the computer, reading, or watching TV.²

LACRISERT® conveniently provides Dry Eye relief you can count on:

- Dissolves comfortably
- Provides long-lasting, all-day relief^{3,4}
- Contains no preservatives to cause irritation or damage, even with long-term use³⁻⁵



Experience Success. Achieve all-day Dry Eye relief with easy-to-use LACRISERT®. These tear sheets provide simple instructions and helpful tips for successful LACRISERT® use.

For more information, visit www.LACRISERT.com or call 1-877-ATON-549.

*In most patients, one LACRISERT® placed into each eye once daily is effective in providing all-day symptom relief. Some patients may require twice-daily use for optimal results.²

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References: 1. Miljanovic B, Dana R, Sullivan DA, Schaumberg DA. Impact of dry eye syndrome on vision-related quality of life. *Am J Ophthalmol.* 2007;143(3):409-415. 2. Koffler BH, for the LAC-07-01 Study Group. Lacrisert (hydroxypropyl cellulose ophthalmic inserts) significantly improves symptoms of dry eye syndrome (DES) and patient quality of life. Poster presented at: Association for Research in Vision Ophthalmology (ARVO) 2009 Annual Meeting; May 3-7, 2009; Orlando, Florida. 3. Lacrisert [package insert]. Lawrenceville, NJ: Aton Pharma, Inc.; 2007. 4. Hill JC. Slow-release artificial tear inserts in the treatment of dry eyes in patients with rheumatoid arthritis. *Br J Ophthalmol.* 1989;73(2):151-154. 5. Katz JJ, Kaufman HE, Breslin C, Katz IM. Slow-release artificial tears and the treatment of keratitis sicca. *Ophthalmology.* 1978;85(8):787-793.



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