

LATISSE™ Backgrounder

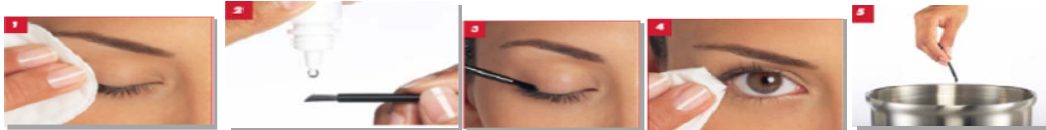


Beauty in the eye(lash) of the beholder

For centuries women have gone to great lengths for beautiful, sexy and alluring eyelashes with **stopping power**. Introducing the newest revolution in the field of aesthetic medicine – **LATISSE™** (bimatoprost topical solution 0.03% w/v) – the **first** and **only** prescription eyelash growth product indicated in Canada to **grow natural eyelashes longer, fuller and darker**.¹

LATISSE™ is a prescription eyelash growth product applied once-daily to the base of the upper eyelid margin.¹ Lashes grow gradually over time with most people beginning to see longer lashes in about eight weeks, with full growth at 16 weeks.¹ It is applied at home, before bed with a sterile, single-use-per-eye applicator brush.¹

5 Steps to Longer, Darker and Fuller Eyelashes with LATISSE™



The power of the lash

As listed by RealSelf.com, a free community of consumers and board-certified doctors in the U.S. that offer first-hand experience and information on more than 300 elective cosmetic treatments, LATISSE™ is the most sought after aesthetic treatment today.² To-date, approximately 1.5 million bottles of LATISSE™ have been sold in the U.S.³

LATISSE™ was clinically tested in a pivotal phase III, multi-centre, double-masked, placebo-controlled study. LATISSE™ users experienced statistically significant improvements in eyelash prominence, length, fullness and darkness at the end of the 16-week timeframe.¹

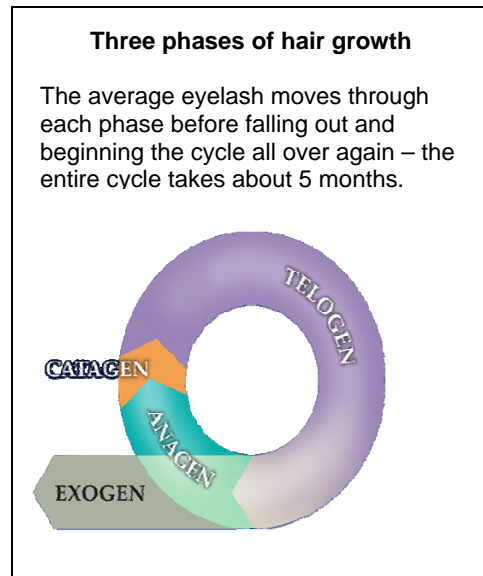


LATISSE™ clinical trial patient after 16 weeks of treatment. Individual results may vary following treatment. Lashes in photo have not been retouched.

- 78 per cent of patients experienced an increase in overall lash prominence (versus 18.4 per cent for placebo)¹
- Patients experienced a 25 per cent increase in eyelash length (versus 2 per cent for placebo)¹
- Patients experienced a 106 per cent increase in eyelash thickness / fullness (versus 12 per cent for placebo)¹
- Patients experienced an 18 per cent increase in eyelash darkness (versus 3 per cent for placebo)¹

The eye category ranks #1 in the Canadian retail market, accounting for 20 per cent of all cosmetic sales.⁴ More than half (54 per cent) of women want to grow their own natural eyelashes longer, fuller and darker.⁵ Moreover, an overwhelming number of women believe the eyes are important markers of beauty. 70 per cent of women believe big, bright eyes, and long, dark and full lashes are the main facial features that define a beautiful face.⁵ In addition, research shows having longer, fuller and darker lashes makes women feel more beautiful, glamorous and confident.⁶

The lash cycle¹



Although the precise mechanism of action is not entirely understood, the growth of eyelashes is believed to occur by increasing the duration of the anagen or growth phase of the hair cycle. Increased thickness and fullness is believed to result from extending the anagen phase and the increase in darkness occurs by the stimulation of pigment (melanin) formation in the hair follicles. The overall effect is increased length, thickness and darkness of eyelashes (prominence).¹

Maintaining great lengths

According to a recent survey, almost 90 per cent of LATISSE™ users have told their friends and family about LATISSE™⁷ and 75 per cent plan to use it long-term⁷. To keep your lashes looking full and flirty, continued treatment with LATISSE™ is necessary.⁸ Once treatment with LATISSE™ is discontinued, over a period of several weeks to months (average eyelash hair cycle), eyelash prominence will return to pre-treatment levels.⁸

LATISSE™ safety and heritage

LATISSE™ is the same formulation and contains the same active ingredient as LUMIGAN® (bimatoprost ophthalmic solution 0.03%), a glaucoma medication that has been approved in Canada since 2002.⁹ The product's ability to grow longer, darker, thicker lashes was initially discovered through patient reports during clinical trials with glaucoma patients who were using LUMIGAN®.⁸

The safety of LUMIGAN® has been well-established in 32 clinical trials involving more than 5,700 glaucoma patients. It also has more than 13 years of clinical trial experience, with 65 million bottles distributed worldwide to date.¹⁰

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In clinical trials, treatment with Latisse™ was well tolerated. In one multi-centre, double-masked, randomized, vehicle-controlled, parallel study of four months duration, most adverse events detected were ocular, mild to moderate, and not serious.

The most frequently reported adverse events with the use of Latisse™ (bimatoprost topical solution 0.03% w/v) were eye pruritus (itchy eyes), conjunctival hyperaemia (eye redness), skin hyperpigmentation, ocular irritation, dry eye symptoms, and erythema (redness) of the eyelid. These events occurred in less than four per cent of patients.¹

The evolution of lash glamour¹

Throughout history, women have gone to great lengths for great lashes.



4000 BC – Both men and women of ancient Egypt used kohl, a powdery mix of soot and metal, to define eyelashes and eyebrows.

1400 – 1700 AD – Cosmetics flourished in Europe during the Renaissance. At first, it was exclusive to royalty and the aristocracy, but by the 18th century, cosmetics transcended all social classes. Eyes were defined in many royal portraits by thin and high-arched eyebrows.

1800s – The Victorian Age marked a rebirth in glamour, prompting the desire for lush, alluring eyelashes. Some women created homemade mascaras, using ashes, elderberry and castor oil.

1840 – Eugene Rimmel, a London perfumer, created the first mascara. To this day, the word *rimmel* means mascara in many languages.

1913 – American chemist T.L. Williams created the first modern day mascara by mixing coal dust and petroleum jelly into a cake form applied by brush. Williams named the product *Maybelline*® – a combination of his sister's name (Mabel) and the product's main ingredient Vaseline®.

1916 – D.W. Griffith's film *Intolerance* featured the first on-screen use of false eyelashes made out of human hair and gauze.

1923 – The first eyelash curler called *Kurlash* was invented by William Beldue. Hollywood actresses, including Marlene Dietrich, Greta Garbo and Bette Davis donned thicker, fuller lashes on-screen. Millions of women in the audience followed suit.

1950 – 1960 – Cosmetics mogul Helena Rubenstein introduced the *Mascaramatic*, featuring the first mascara tube and wand applicator, which transformed the beauty and fashion industries. Iconic English teen fashion model Lesley Hornby, also known as "Twiggy", set off a fashion craze inspired by her androgynous look, and most importantly, her unique style of makeup; she painted long lashes directly onto her lower lids.

1989 – Max Factor launched No Color Mascara. This earned the *Outstanding Product of the Year* award from the beauty industry's Rex Awards.

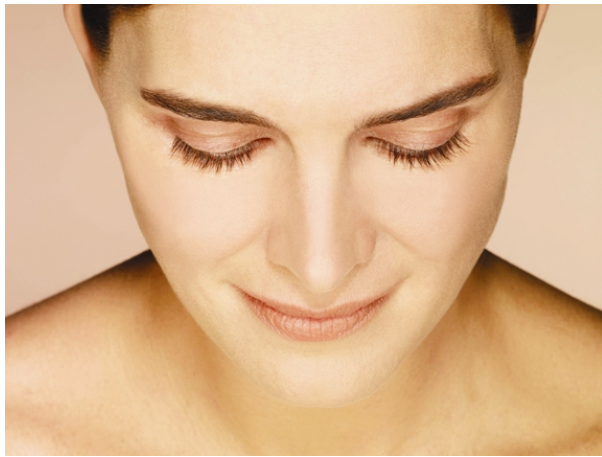
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2009 – U.S. becomes first country in the world to approve Latisse™. Hollywood icon Brooke Shields becomes the spokesperson for Latisse™.

2010 – In Canada, Latisse™ marks a new revolution in the field of aesthetic medicine. Latisse™ is the first and only prescription treatment to grow natural eyelashes longer, fuller and darker.

Brooke Shield's Latisse™ Before and After Photos



BEFORE



AFTER

To find a Latisse™ doctor in your area, please visit www.latisse.ca.

For more information, please contact:

***Dr. Rick Balharry –
Canmore MediSpa and Laser Centre
www.canmoremedispa.com***

References

¹ Latisse™ Product Monograph, 2010, May 4

² RealSelf.com News Release at: <http://www.marketwire.com/press-release/Consumers-Reveal-the-Plastic-Surgery-and-Cosmetic-Treatments-That-Are-Worth-It-1075545.htm> (Accessed May 12, 2010)

³ Allergan data on file

⁴ Coty Trends Report 2009

⁵ Leger Marketing survey of 1,256 Canadian women 30 to 60 years of age between January 8 and January 15, 2010 with a margin of error of +/-2.8%, 19 times out of 20

⁶ Allergan data on file

⁷ Consumer A&U, June 2009

⁸ Allergan data on file

⁹ LUMIGAN Approved Product Monograph, 2007, Dec 24

¹⁰ Allergan data on file

¹¹ Evolution of Lash Enhancers at <http://www.latisse.com/Evolution.aspx?state=53> (Accessed May 12, 2010)