

Latisse™

(bimatoprost ophthalmic solution) 0.03%

LATISSE™ is a solution that you apply to the upper lid at the base of the eyelashes. It makes them grow longer, thicker and darker. It is the first and only prescription treatment approved by the FDA to grow eyelashes. Allergan's studies showed increases in: length 25%, fullness/thickness 106%, darkness 18%. It's not an illusion. It's your own lashes – only better.



Latisse makes lash growth possible because of its active ingredient: bimatoprost. Although the precise mechanism of action is not known, research suggests that the growth of eyelashes occurs by increasing the percent of hairs in, and the duration of, the anagen (or growth) phase. Lashes can grow longer, thicker and darker because bimatoprost can also prolong this growth phase.

Latisse is easy to use, FDA approved and effective. It's a once-a-day treatment you apply topically to the base of your upper eyelashes. Patients in a clinical trial saw results gradually over time (starting at 4 weeks with full results after 16 weeks).

Is Latisse different from nonprescription products that indicate eyelash growth?

Latisse solution is the first and only prescription treatment approved by the FDA for inadequate or insufficient eyelashes, growing them longer, fuller and darker.

It's important to note that Latisse (bimatoprost ophthalmic solution) 0.03% works gradually and remarkably — starting at 4 weeks with full results after 16 weeks. Once you begin treatment, you could start to see results in as little as 4 weeks, but you must continue applying the topical treatment each night and follow the directions for best results. Remember results are gradual over time.

For best effect please follow the directions that come with the package. These will tell you how to apply the Latisse solution. You should apply it with the enclosed applicators once a day. Applying more Latisse or applying it more often will not speed up the growth or make the lashes longer.

Follow these guidelines for best results:

Think routine

Try to incorporate Latisse into your nightly routine — for example, after you've washed your face and brushed your teeth.

Keep it handy

Store the Latisse bottle near your other skin care products or toothbrush, so you won't forget to apply it each night.

Have patience

Latisse (bimatoprost ophthalmic solution) 0.03% takes time to work. Only use it once a night, and don't overuse it, as this may increase the chance of experiencing eye redness or itchiness.

Start fresh

If your eye makeup remover leaves an oily residue on your eyelids, wipe off any excess oils with soap and water to ensure a clean surface before you apply Latisse.

Follow the rules

Always use the sterile, disposable FDA-approved applicator provided in the kit. Don't try to apply Latisse with a cotton swab. The Latisse applicator is specially designed to hold a drop and release a drop, as well as ensure safety and maximize effectiveness.

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Don't play catch up

If you miss a dose one night or a few nights, don't apply more just to catch up. Simply apply Latisse the next evening and stay on schedule.

Beware of germs

Don't let the tip of the bottle or applicator contact your fingers or any other unintended surface, in order to avoid contamination.

What happens if I stop using Latisse?

If you stop using Latisse, your eyelashes are expected to return to their previous appearance over several weeks to months. Latisse solution is an ophthalmic drug product. So if any gets into the eye, it is not expected to cause harm. The eye should not be rinsed.

What if I get Latisse in my eye?

Latisse solution is an ophthalmic drug product. So if any gets into the eye, it is not expected to cause harm. The eye should not be rinsed.

When you're ready to discuss Latisse, call the office of the Advanced Dermatology Center at 706.323.1000 to schedule your consultation with Dr. Steinberg.

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