SHE MAY NEED MORE THAN ARTIFICIAL TEARS TO

DISRUPT INFLAMMATION IN DRY EYE DISEASE[1,2*]

Her eyes deserve a change.

Not an actual patient.

Consider prescribing Xiidra for appropriate patients[3]

*Xiidra is an LFA-1 antagonist for the treatment of dry eye disease.

Indication

Xiidra® (lifitegrast ophthalmic solution) 5% is indicated for the treatment of signs and symptoms of dry eye disease (DED).

Important Safety Information

- Xiidra is contraindicated in patients with known hypersensitivity to lifitegrast or to any of the other ingredients.

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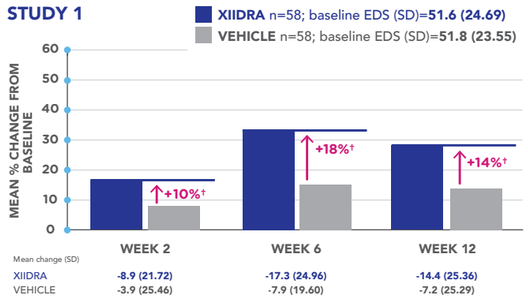
NOVARTIS

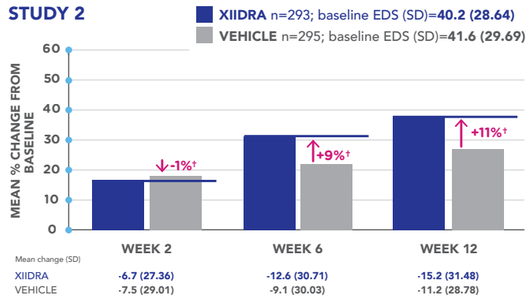
xiidra® (lifitegrast ophthalmic solution)5%

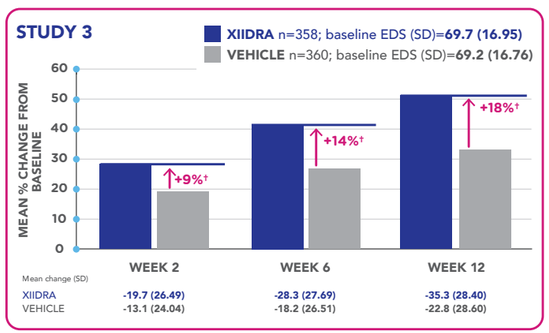
LASTING RELIEF THAT CAN START AS EARLY AS 2 WEEKS[3]*

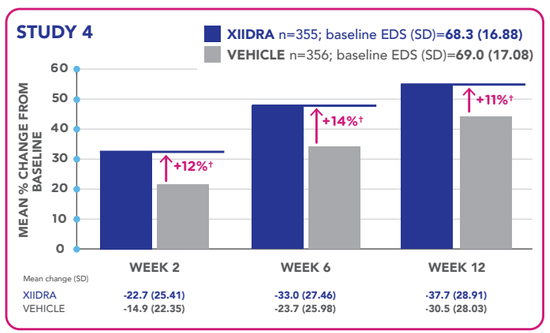
Xiidra reduced symptoms of eye dryness at 2 weeks in 2 out of 4 studies, with improvements observed at 6 and 12 weeks in all 4 studies[3]

Mean percent change from baseline in Eye Dryness Score (EDS) over 12 weeks[3]









Based on ANCOVA model adjusted for baseline value in Study 1, and ANCOVA model adjusted for baseline value and randomization stratification factors in Studies 2-4. All randomized and treated patients were included in the analysis and missing data were imputed using last-available data. In Study 1, one Xiidra-treated subject who did not have a baseline value was excluded from analysis.[3]

SD=standard deviation; **vehicle=placebo**.

*In some patients with continued daily use. One drop in each eye, twice daily (approximately 12 hours apart).[3]

†Indicates relative difference compared to vehicle.

Pivotal trial data: The safety and efficacy of Xiidra were assessed in four 12-week, randomized, multicenter, double-masked, vehicle-controlled studies (N=2133). Patients were dosed twice daily. **Use of artificial tears was not allowed during the studies.** The study end points included assessment of signs (based on Inferior fluorescein Corneal Staining Score [ICSS] on a scale of 0 to 4) and symptoms. Eye dryness score was rated by patients using a visual analogue scale (0=no discomfort, 100=maximal discomfort) at each study visit.[3]

Effects on symptoms of dry eye disease: A larger reduction in EDS favoring Xiidra was observed in all studies at day 42 and day 84. Xiidra reduced symptoms of eye dryness in some patients at 2 weeks (based on EDS) compared to vehicle in 2 out of 4 clinical trials.[3]

Important Safety Information (cont)

- In clinical trials, the most common adverse reactions reported in 5-25% of patients were instillation site irritation, dysgeusia and reduced visual acuity. Other adverse reactions reported in 1% to 5% of the patients were blurred vision, conjunctival hyperemia, eye irritation, headache, increased lacrimation, eye discharge, eye discomfort, eye pruritus and sinusitis.

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NOTABLE IMPROVEMENTS IN SIGNS OF DRY EYE DISEASE[3]

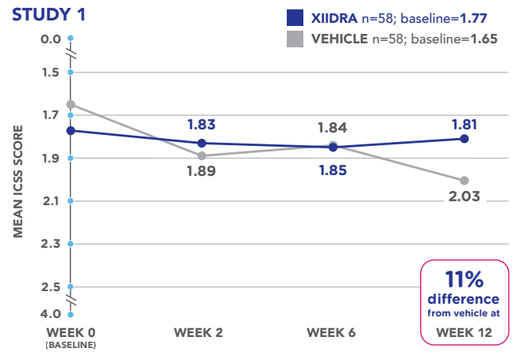
xiidra® (lifitegrast ophthalmic solution)5%

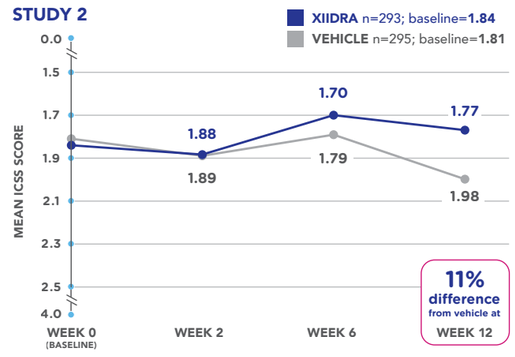
In 3 out of 4 studies, a larger reduction in ICSS favoring Xiidra was observed at 12 weeks[3]

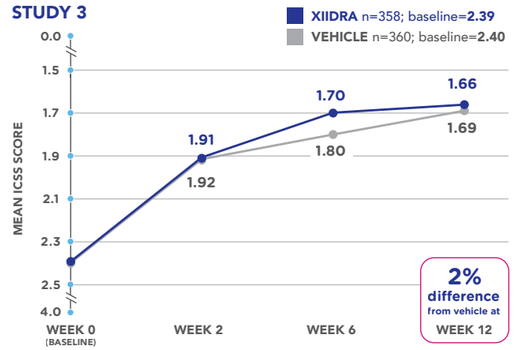
ICSS: 0=no staining, 1=few/rare punctate lesions, 2=discrete and countable lesions, 3=lesions too numerous to count, but not coalescent, 4=coalescent.

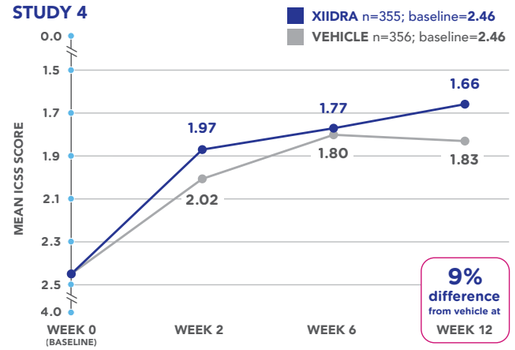
Mean Inferior fluorescein Corneal Staining Score (ICSS) over 12 weeks[3]

Scale has been inverted. Lowering of ICSS from baseline indicates an improvement.









Based on ANCOVA model adjusted for baseline value in Study 1, and ANCOVA model adjusted for baseline value and randomization stratification factors in Studies 2-4. All randomized and treated patients were included in the analysis and missing data were imputed using last-available data. In Study 2, one vehicle-treated subject who did not have a study eye designated was excluded from analysis.[3]

Vehicle=placebo.

Effects on signs of dry eye disease: At day 84, a larger reduction in ICSS favoring Xiidra was observed in 3 of the 4 studies.[3]

Important Safety Information (cont)

- To avoid the potential for eye injury or contamination of the solution, patients should not touch the tip of the single-use container to their eye or to any surface.

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MAKE XIIDRA YOUR FIRST CHOICE

xiidra® (lifitegrast ophthalmic solution)5%

When artificial tears aren't enough, consider prescribing Xiidra for appropriate patients[1-3]

Xiidra can offer
fast and lasting relief
of symptoms and improvement
in signs of dry eye disease[3]

Xiidra is covered on
88% of commercial plans,
of which **66%** do not
have restrictions[4]

Important Safety Information (cont)

- Contact lenses should be removed prior to the administration of Xiidra and may be reinserted 15 minutes following administration.
- Safety and efficacy in pediatric patients below the age of 17 years have not been established.

Please see Full Prescribing Information in pocket.

References: 1. US Food and Drug Administration. Code of Federal Regulations, Title 21, Volume 5 (21CFR349). Accessed April 27, 2020. https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?CFRPart=349&showFR=1 **2.** Jones L, Downie LE, Korb D, et al. TFOS DEWS II Management and Therapy Report. *Ocul Surf.* 2017;15(3):575-628. **3.** Xiidra [package insert]. East Hanover, NJ: Novartis Pharmaceuticals Corp; November 2019. **4.** Data on file. Fingertip Formulary Datafeed, March 10, 2020. Novartis Pharmaceuticals Corp; March 2020.

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