LASTACAFT®

Rx STRENGTH AVAILABLE OTC

FOR PATIENTS WITH ITCHING DUE TO ALLERGIC CONJUNCTIVITIS

FAST-ACTING: Effective at 3 Minutes

LONG-LASTING: Once Daily Relief

- 2x the amount per bottle than PATADAY®*
- Works against common allergens: pet dander, pollen, grass, and ragweed
- For ages 2+

*60 day supply vs. PATADAY® 30 day supply

IT'S **LASTACAFT®** SEASON

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Allergan
an AbbVie company

LASTACAFT®
ONCE DAILY RELIEF

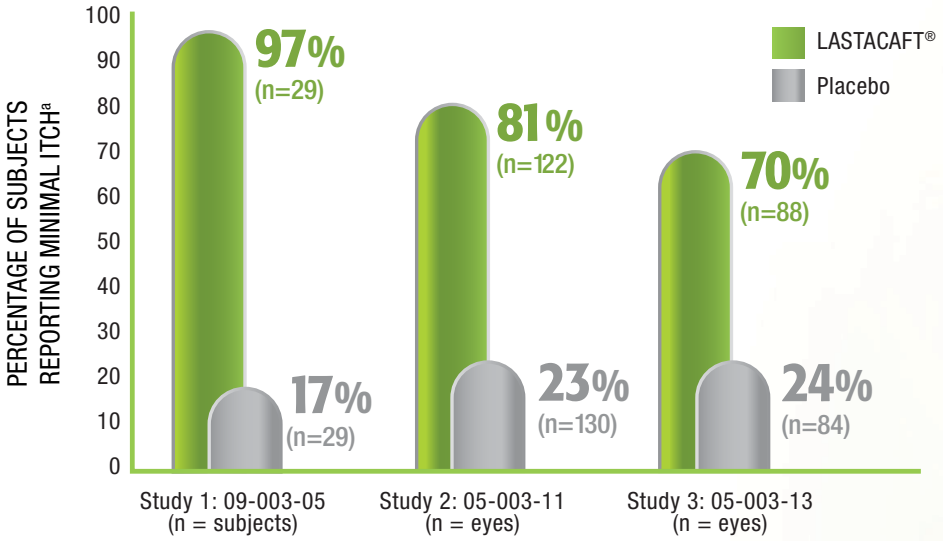
MECHANISM OF ACTION:

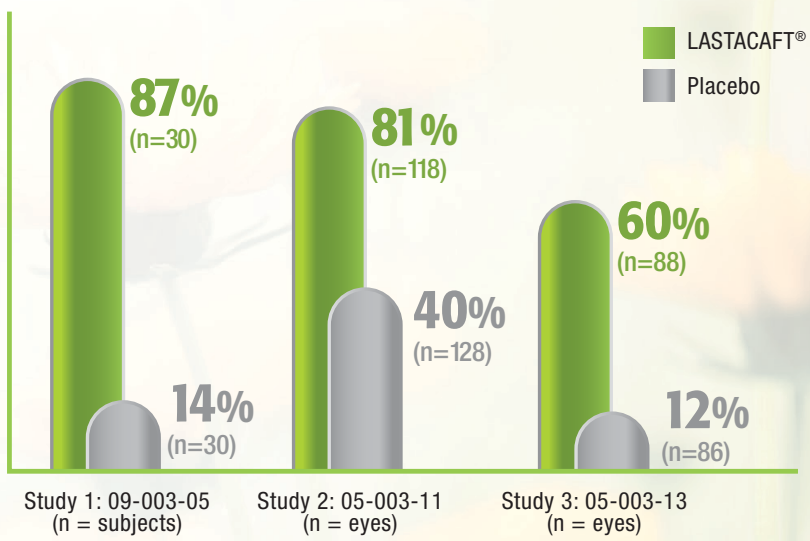
H1 Histamine Receptor Antagonist
Inhibitor of Histamine Release from Mast Cells

CLINICALLY PROVEN TO RELIEVE OCULAR ALLERGY ITCH AT **3 MINUTES** AND THROUGH **16 HOURS**

FAST-ACTING: effective at 3 minutes[1-3]
15 minutes post-dosing (3 minutes post-CAC)

LONG-LASTING: effective through 16 hours[1-3]
16 hours post-dosing (3 minutes post-CAC)





[a]Minimal itch defined as an ocular itch score from 0 to < 1.

Do not use if solution changes color or becomes cloudy, if sensitive to any ingredient in this product, or to treat contact lens related irritation.

Study Design and Methodology

All clinical efficacy trials were phase 3, double-masked, randomized, vehicle-controlled studies. These 3 trials included 274 patients ≥ 10 years of age in the intent-to-treat population. The Conjunctival Allergen Challenge (CAC) model was used in all 3 studies to test the effect of LASTACAFT® at onset and duration of action. Each study included 4 visits over approximately 5 weeks, and each patient received a total of 2 doses of LASTACAFT® or placebo.[4]

At visit 3, the CAC was conducted 16 hours post dosing of LASTACAFT® or placebo, and the results shown were obtained 3 minutes post-CAC. At visit 4, the CAC was conducted 15 minutes post dosing of LASTACAFT® or placebo, and the results shown were obtained 3 minutes post-CAC. The main study end point was ocular itching evaluated by the patient at 3, 5, and 7 minutes post-CAC at visits 3 and 4. Ratings were made on a scale of 0 to 4 (allowing half-unit increments), where 0 = "none" and 4 = "an incapacitating itch with an irresistible urge to rub."[1-4]

Visit lastacaft.com/doc to learn more and find patient savings offers.

REFERENCES: 1. Torkildsen G, Shedden A. The safety and efficacy of alcaftadine 0.25% ophthalmic solution for the prevention of itching associated with allergic conjunctivitis. Curr Med Res Opin. 2011;27(3):623-631. 2. Data on file. Clinical Study Report 05-003-11. Allergan, an AbbVie company: Irvine, CA: 2005. 3. Data on file. Clinical Study Report 05-003-13. Allergan, an AbbVie company: Irvine, CA: 2005. 4. Data on file. LASTACAFT™ Ophthalmic Solution: Module 2.5 – Clinical Overview. Allergan, an AbbVie company: Irvine, CA: 2010.