INTRODUCING PROLENSA™ (bromfenac ophthalmic solution) 0.07%
Powered for penetration

PRODUCT INFORMATION

NAME AND INDICATION	PROLENSA™ (bromfenac ophthalmic solution) 0.07% is a nonsteroidal anti-inflammatory drug (NSAID) indicated for the treatment of postoperative inflammation and reduction of ocular pain in patients who have undergone cataract surgery
DESCRIPTION	A sterile, topical NSAID for ophthalmic use
FILL SIZES	1.6 mL in a 7.5-mL container and 3 mL in a 7.5-mL container
NDC	1.6 mL **(24208-602-01)**; 3 mL **(24208-602-03)**
DELIVERY	Solution
ACTIVE INGREDIENT	Bromfenac
INACTIVE INGREDIENTS	Boric acid, edetate disodium, povidone, sodium borate, sodium sulfite, tyloxapol, sodium hydroxide to adjust pH, and Water for Injection, USP
PRESERVATIVE	Benzalkonium chloride 0.005%
HOW SUPPLIED	White low-density polyethylene (LDPE) plastic squeeze bottle with a 15-mm LDPE dropper tip and a 15-mm polypropylene gray cap
DOSING	Instill one drop into the affected eye once daily beginning 1 day prior to surgery, continued on the day of surgery, and through the first 14 days post surgery
A/B RATING	**There is no A/B bioequivalent for PROLENSA™**

PACKAGING SPECIFICATIONS

STORAGE CONDITIONS	Store at 59°F to 77°F (15°C-25°C)	
SELLING UNIT DIMENSIONS	Fill 5 g	Dimensions 1⅝" × 1⅛" × 3⅜" (L×W×D)
SHIPPING CASE DIMENSIONS	Pack 144	Dimensions 13⅜" × 10⅝" × 7"

WITH COUPON, PATIENTS **SAVE UP TO $50** ON PROLENSA™ PRESCRIPTIONS AFTER A MINIMUM $30 OUT-OF-POCKET EXPENSE*

PRICING AND ORDER INFORMATION

Phone orders
1.800.323.0000

Fax orders
1.888.396.1222

Medical Affairs
1.800.227.1427 ext 2040

WAC
$170.63 (either size, same WAC)

NDC
24208-602-01
24208-602-03

*TERMS AND CONDITIONS: Patient not eligible if prescriptions are paid in part or fully by any state or federally funded programs, including but not limited to Medicare or Medicaid, Medigap, VA, DOD, or TRICARE. MDVI is not responsible for any transactions processed under this program where Medicaid, Medicare, and Medicaid ("Government Program") payment is part or full has been applied. Only patients who reside in the 50 states or Puerto Rico can participate in the PROLENSA™ coupon program. Cash payers are eligible for the program. There are no age restrictions in this program. There are no copay restrictions in this program.

Please see Important Risk Information on reverse.

PROLENSA™
(bromfenac ophthalmic solution) 0.07%

For the treatment of postoperative inflammation and reduction of ocular pain in patients who have undergone cataract surgery

PROLENSA™: Potency and penetration with QD efficacy[1,2]

FORMULATED TO FACILITATE CORNEAL PENETRATION

- Advanced formulation delivers corneal penetration[1-3]
- Proven efficacy at a lower concentration than BROMDAY® (bromfenac ophthalmic solution) 0.09%[1,4]

POWERED FOR EFFICACY

- Powerful clearance—More than twice as many patients achieved complete clearance of postoperative inflammation vs vehicle at Day 15 (45.5% vs 20.2%; *P*<0.0001)[1,2]
- Rapid resolution—Rapid reduction of inflammation following cataract surgery[2]
- Pain free at Day 1—Approximately 4 of 5 patients were pain free at Day 1[1,2]*

DESIGNED FOR COMFORT AND CONVENIENCE

- Designed for ocular comfort and convenience with QD efficacy[1,2]
- No shaking required; solution delivers consistent dose in each drop[1,5]

Visit www.bausch.com

For product-related questions and concerns, call **1.800.323.0000**.

IMPORTANT RISK INFORMATION ABOUT PROLENSA™

Indications and Usage

PROLENSA™ (bromfenac ophthalmic solution) 0.07% is a nonsteroidal anti-inflammatory drug (NSAID) indicated for the treatment of postoperative inflammation and reduction of ocular pain in patients who have undergone cataract surgery.

Dosage and Administration

Instill one drop into the affected eye once daily beginning 1 day prior to surgery, continued on the day of surgery, and through the first 14 days post surgery.

Warnings and Precautions

- Sulfite allergic reactions
- Slow or delayed healing
- Potential for cross-sensitivity
- Increased bleeding of ocular tissues
- Corneal effects, including keratitis
- Contact lens wear

Adverse Reactions

The most commonly reported adverse reactions in 3%-8% of patients were anterior chamber inflammation, foreign body sensation, eye pain, photophobia, and blurred vision.

Please see complete information about PROLENSA™ in the accompanying full Prescribing Information.

*78.8% of PROLENSA™-treated patients were pain free at Day 1 vs 49.5% with vehicle (P<0.0001).[1,2]

References: 1. PROLENSA™ Prescribing Information, April 2013. **2.** Data on file, Bausch & Lomb Incorporated. **3.** Baklayan GA, Patterson HM, Song CK, Gow JA, McNamara TR. 24-hour evaluation of the ocular distribution of ^{14}C-labeled bromfenac following topical instillation into the eyes of New Zealand White rabbits. *J Ocul Pharmacol Ther.* 2008;24(4):392-398. **4.** BROMDAY® Prescribing Information. August 2011. **5.** Lang JC, Roehrs RE, Jani R. Ophthalmic preparations. In: Troy DB, ed. *Remington: The Science and Practice of Pharmacy.* 21st ed. Philadelphia, PA: Lippincott Williams & Wilkins; 2006:850-870.

 Printed in USA US/PRA/13/0052 4/13

BAUSCH + LOMB

PROLENSA™
(bromfenac ophthalmic solution) 0.07%