Dear Customer:

We are providing you with the enclosed formulary kit to announce the availability of PROLENSA™ from Bausch + Lomb. PROLENSA™, an advanced formulation of BROMDAY® (bromfenac ophthalmic solution) 0.09%, was recently approved by the US Food and Drug Administration for the treatment of postoperative inflammation and reduction of ocular pain in patients who have undergone cataract surgery.[1,2]

PROLENSA™ has an advanced formulation that facilitates corneal penetration.[1-3] In 2 randomized, double-masked, vehicle-controlled trials of patients undergoing cataract surgery, more than twice as many PROLENSA™-treated patients achieved complete clearance of postoperative inflammation vs vehicle at Day 15 (45.5% vs 20.2%; $P<0.0001$) and approximately 4 of 5 patients were pain free at Day 1.[1,2]* PROLENSA™ also offers ocular comfort and convenience with QD efficacy.[1,2]

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

TO FAMILIARIZE YOU WITH PROLENSA™, THIS FORMULARY KIT CONTAINS THE FOLLOWING MATERIALS:

- Frequently Asked Questions (FAQs) Fact Sheet: Answers to the most frequently asked questions about PROLENSA™
- Pharmacy Sell Sheet: Key information for pharmacists, including the NDC
- Full Prescribing Information: Reports the efficacy of PROLENSA™ as determined in 2 clinical trials, as well as dosage and administration, contraindications, warnings and precautions, adverse events, use in specific populations, and clinical pharmacology
- Pivotal Clinical Summary: A summary of 2 phase 3 studies of PROLENSA™ in the treatment of postoperative inflammation and pain

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%-6% of patients were anterior chamber inflammation, foreign body sensation, eye pain, photophobia, and blurred vision.

These materials provide you with comprehensive information about PROLENSA™ that will soon be augmented by your Bausch + Lomb National Account Manager.

At Bausch + Lomb, we are continually working to provide you with value and to meet your objectives in the category of ophthalmics. Our goal is to become your ophthalmic partner of choice. For more information, please contact your National Account Manager, call **1.800.323.0000**, or visit **www.bausch.com**.

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

Regards,

Doug Fernandes

Sr. Director, Managed Markets

References: 1. PROLENSA™ Prescribing Information. April 2013. **2.** Data on file, Bausch & Lomb Incorporated. **3.** Rakhayev GA, Patterson BM, Song EK, 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.

BAUSCH + LOMB

PROLENSA™
(bromfenac ophthalmic solution) 0.07%