IYUZEH™ (latanoprost ophthalmic solution) 0.005% is the first and only preservative-free latanoprost for patients with primary open-angle glaucoma (POAG) and ocular hypertension (OHT).

iyuzeh™
(latanoprost ophthalmic solution) 0.005%

Transform how you lower IOP.

POWER WITHOUT PRESERVATIVES.

We owe it to our patients with elevated intraocular pressure, with open-angle glaucoma or ocular hypertension to provide a new evidence-based best practice. It is an extremely exciting time to prescribe IYUZEH for my patients.

Monique M. Barbour, MD, MHA, FAAO

INDICATIONS AND USAGE

IYUZEH™ is a prostaglandin analogue indicated for the reduction of elevated intraocular pressure in patients with open-angle glaucoma or ocular hypertension.

IMPORTANT SAFETY INFORMATION

CONTRAINDICATIONS

Known hypersensitivity to latanoprost or any other ingredients in this product.

WARNINGS AND PRECAUTIONS

Pigmentation: Topical latanoprost ophthalmic products, including IYUZEH™ have been reported to cause changes to pigmented tissues. The most frequently reported changes have been increased pigmentation of the iris, periorbital tissue (eyelid), and eyelashes. Pigmentation is expected to increase as long as latanoprost is administered.

Please see Important Safety Information throughout and full Prescribing Information in pocket.

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IOP-LOWERING EFFICACY FROM LATANOPROST, WITHOUT PRESERVATIVES

In randomized, controlled clinical trials of patients with mean baseline IOP as low as 19 and as high as 24 mmHg,* IYUZEH™ (latanoprost ophthalmic solution) 0.005% showed proven efficacy through clinically meaningful IOP reductions.[1-3]

IOP-LOWERING EFFECTS OF IYUZEH ACROSS CLINICAL TRIALS[1-4]

	Phase III (US) Trial		Phase III (Europe) Trial	
	IYUZEH™ (n=165)	XALATAN® (n=169)	IYUZEH (n=189)	XALATAN (n=164)
Mean baseline IOP ± SD (mmHg)	18.8 ± 2.9	19.2 ± 3.1	24.1 ± 1.8	24.0 ± 1.7
Mean IOP reduction from baseline (mmHg) (range)	2.7 (2.2 - 3.0)	3.4 (2.9 - 3.8)	8.6 (8.3 - 8.8)	8.9 (8.8 - 9.0)

*In the US clinical trial, the mean IOP baseline was 18.8 mmHg for IYUZEH (n=165) and 19.2 mmHg for XALATAN (n=169) compared with 24.1 mmHg for IYUZEH (n=189) and 24.0 for XALATAN (n=164) in the European clinical trial, accounting for the smaller, yet still clinically meaningful IOP-lowering effect.[1-4]

IMPORTANT SAFETY INFORMATION *(cont'd)*

WARNINGS AND PRECAUTIONS *(cont'd)*

The pigmentation change is due to increased melanin content in the melanocytes rather than to an increase in the number of melanocytes. After discontinuation of latanoprost, pigmentation of the iris is likely to be permanent, while pigmentation of the periorbital tissue and eyelash changes have been reported to be reversible in some patients. Patients who receive treatment should be informed of the possibility of increased pigmentation. The long-term effects of increased pigmentation are not known.

Please see Important Safety Information throughout and full Prescribing Information in pocket.

IYUZEH™ HAD SIMILAR MEAN IOP REDUCTION WHEN COMPARED WITH XALATAN®

IN PHASE III TRIALS, REDUCED IOP WITH PROVEN EFFICACY

IYUZEH LOWERED IOP by 3-8 mmHg vs 4-8 mmHg for XALATAN[1]

IMPORTANT SAFETY INFORMATION *(cont'd)*

WARNINGS AND PRECAUTIONS *(cont'd)*

Iris color change may not be noticeable for several months to years. Typically, the brown pigmentation around the pupil spreads concentrically towards the periphery of the iris and the entire iris or parts of the iris become more brownish. Neither nevi nor freckles of the iris appear to be affected by treatment. While treatment with IYUZEH™ can be continued in patients who develop noticeably increased iris pigmentation, these patients should be examined regularly.

Eyelash Changes: Latanoprost ophthalmic products, including IYUZEH™ may gradually change eyelashes and vellus hair in the treated eye; these changes include increased length, thickness, pigmentation, the number of lashes or hairs, and misdirected growth of eyelashes. Eyelash changes are usually reversible upon discontinuation of treatment.

Please see Important Safety Information throughout and full Prescribing Information in pocket.

IYUZEH™ ACCESS AND AFFORDABILITY

ACCESS

Thea has partnered with PhilRx* to help ensure that both eye care professionals and patients have an easy way to access IYUZEH™ (latanoprost ophthalmic solution) 0.005%.

AFFORDABILITY

Pay as little as $60 for a 30-day supply of IYUZEH through applicable programs with PhilRx or the Thea Savings Card.†

HOW TO PRESCRIBE

PRESCRIBE WITH PhilRx

E-Prescribe via EMR with no Hub Forms

Pharmacy Name: PhilRx, LLC
Pharmacy Type: Retail
NPI: 1487463598
Address: Columbus, OH 43235

Prefer fax or phone?

Fax at (888) 975-0603
Backup Fax: (866) 311-4759

Phone PhilRx at (855) 977-0975, option 1

PRESCRIBE TO A RETAIL PHARMACY

Send prescription to the local pharmacy and educate patients to check with their insurance on coverage for IYUZEH and their eligibility with the Thea Savings Card† at **activatethecard.com/theasavingscard**.

PATIENT ACCESS EXPERIENCE

WITH PhilRx

Patients will receive a link via short text code **744-579** to complete their enrollment and will be guided through the complete program process.† Patients will receive IYUZEH via free 2-day home delivery! Refill notifications will be auto-generated.

WITH RETAIL PHARMACY

With local retail pharmacies, patients will want to contact their insurance company to determine coverage, then check their eligibility for the Thea Savings Card† at **activatethecard.com/theasavingscard**.

*PhilRx is a third-party vendor that administers our patient support program.
†See full program details, including limitations and conditions at **iyuzeh.com**. The Thea Savings Card is only available to those commercially insured and not enrolled in a state or federally funded program.

IMPORTANT SAFETY INFORMATION *(cont'd)*

Intraocular Inflammation: IYUZEH™ should be used with caution in patients with a history of intraocular inflammation (iritis/uveitis) and should generally not be used in patients with active intraocular inflammation because inflammation may be exacerbated.

Please see Important Safety Information throughout and full Prescribing Information in pocket.

iyuzeh™
(latanoprost ophthalmic solution) 0.005%

IYUZEH HAS DEMONSTRATED TOLERABILITY

MOST FREQUENTLY REPORTED OCULAR ADVERSE EVENTS (AEs)

In the two clinical trials conducted with IYUZEH comparing it to XALATAN®, the preserved 0.005% latanoprost reference product, the most frequently reported ocular adverse reactions were conjunctival hyperemia (34% for IYUZEH vs 37% for XALATAN) and eye irritation (19% for IYUZEH vs 31% for XALATAN).[1,3]

	Adverse Reactions (Incidence [%])[1]	
Symptom/Finding	IYUZEH (n=378)	XALATAN (n=358)
Conjunctival hyperemia	129 (34)	133 (37)
Eye irritation	72 (19)	112 (31)
Eye pruritus	57 (15)	58 (16)
Abnormal sensation in eye	51 (14)	52 (15)
Foreign body sensation in eyes	44 (12)	36 (10)
Vision blurred	28 (7)	30 (8)
Lacrimation increased	19 (5)	14 (4)
Photophobia	13 (3)	17 (5)

Tolerability of treatment emergent adverse events (TEAEs) in US Phase III Trial

IYUZEH (n=165) was well-tolerated with a lower incidence of overall ocular TEAEs compared to XALATAN (n=169) in the US phase III clinical trial.[2,3,‡‖]

The most frequently reported TEAEs were instillation site pain, conjunctival hyperemia, blepharitis, instillation site pruritus, and punctate keratitis.[2]

‡TEAEs were calculated with a narrower definition of occurrence by investigators in this study compared to those reported in the PI, which contains ocular TEAEs reported by ≥1% of subjects receiving IYUZEH, accounting for the discrepancy in values calculated.

IMPORTANT SAFETY INFORMATION *(cont'd)*

Macular Edema: Macular edema, including cystoid macular edema, has been reported during treatment with latanoprost ophthalmic products, including IYUZEH™. IYUZEH™ should be used with caution in aphakic patients, in pseudophakic patients with a torn posterior lens capsule, or in patients with known risk factors for macular edema.

Please see Important Safety Information throughout and full Prescribing Information in pocket.

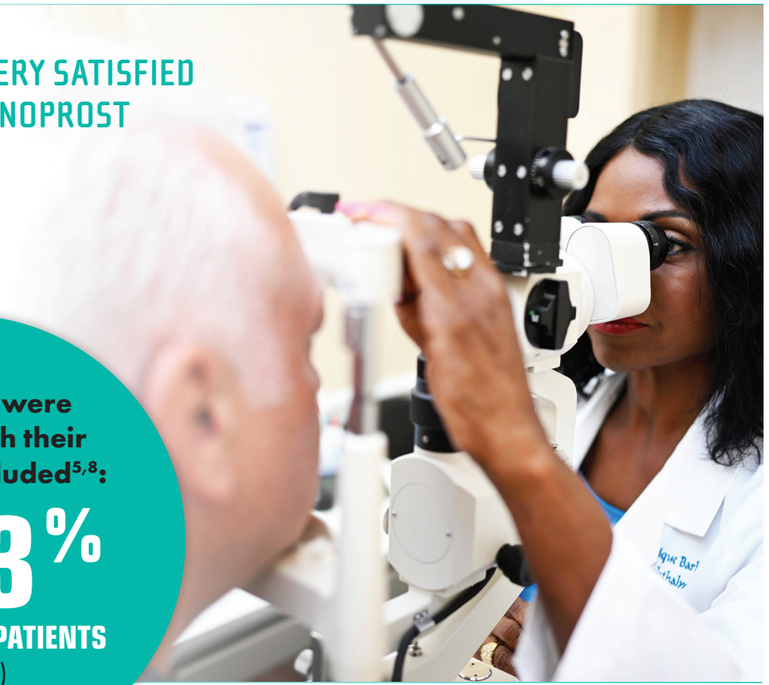
PATIENT EXPERIENCE OF PRESERVATIVE-FREE LATANOPROST

CONVENIENCE AND EASE OF USE

Patients rated IYUZEH™ (latanoprost ophthalmic solution) 0.005% to be convenient and easy to use after switching from preserved latanoprost treatment across 3 clinical studies.[5-7]

PATIENTS WERE SATISFIED OR VERY SATISFIED WITH PRESERVATIVE-FREE LATANOPROST

In a real-world study* of 1872 patients who switched to preservative-free latanoprost ophthalmic solution 0.005% formulation and were treated with it for at least 3 months or were treatment-naive at the time of the study—



Those who were satisfied with their treatment included[5,8]:

97.3%

OF FIRST-TIME PATIENTS

(n=434)

*Based on results from a multicenter, international, transverse, epidemiological survey conducted in routine private ophthalmology practices to assess the level of satisfaction among preservative-free latanoprost-treated patients.[5]

IMPORTANT SAFETY INFORMATION *(cont'd)*

Herpetic Keratitis: Reactivation of herpes simplex keratitis has been reported during treatment with latanoprost. IYUZEH™ should be used with caution in patients with a history of herpetic keratitis. IYUZEH™ should be avoided in cases of active herpes simplex keratitis because inflammation may be exacerbated.

Contact Lens Use: Contact lenses should be removed prior to the administration of IYUZEH™ and may be reinserted 15 minutes after administration.

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iyuzeh™
(latanoprost ophthalmic solution) 0.005%

IYUZEH™ DOSING AND ADMINISTRATION

HOW TO ADMINISTER IYUZEH

IYUZEH is a once-daily drop taken in the evening, often before bed.

Convenient, single-use containers make it easier to track doses to help ensure compliance.

30 CONTAINERS

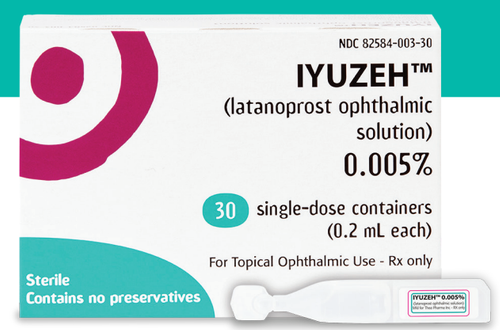
Each box contains **30 single-dose containers**

50 MCG/ML

One drop contains ~1.5 mcg of latanoprost. Each single-dose container has ~5 drops of IYUZEH with a pH of ~7

Created with an innovative and patented **preservative-free formulation**

Store at room temperature 15°C to 25°C (59°F to 77°F)



IMPORTANT SAFETY INFORMATION *(cont'd)*

ADVERSE REACTIONS

The following adverse reactions have been reported with the use of topical latanoprost products: iris pigmentation changes, eyelid skin darkening, eyelash changes (increased length, thickness, pigmentation, and number of lashes), intraocular inflammation (iritis/uveitis), and macular edema, including cystoid macular edema.

Please see Important Safety Information throughout and full Prescribing Information in pocket.

iyuzeh™
(latanoprost ophthalmic solution) 0.005%

Transform how you lower IOP.
Explore preservative-free IYUZEH™ (latanoprost ophthalmic solution) 0.005% at **iyuzeh.com**

Prescribe the first and only preservative-free, IOP-lowering latanoprost with the efficacy of traditional latanoprost that provides:

CLINICALLY MEANINGFUL IOP REDUCTION

IYUZEH showed similar mean IOP reduction when compared to XALATAN®, lowering IOP by 3-8 mmHg vs 4-8 mmHg, respectively.[1]

DEMONSTRATED TOLERABILITY

In clinical trials conducted with IYUZEH comparing it to XALATAN, the most frequently reported ocular adverse reactions were conjunctival hyperemia (34% for IYUZEH vs 37% for XALATAN) and eye irritation (19% for IYUZEH vs 31% for XALATAN).[1,3]

ACCESS & AFFORDABILITY

Pay as little as $60 for a 30-day supply of IYUZEH through applicable programs with PhilRx or the Thea Savings Card.*

*See full program details, including limitations and conditions at **iyuzeh.com.** The Thea Savings Card is only available to those commercially insured and not enrolled in a state or federally funded program.

IMPORTANT SAFETY INFORMATION *(cont'd)*

DRUG INTERACTIONS

The combined use of two or more prostaglandins, or prostaglandin analogs including IYUZEH™ is not recommended. It has been shown that administration of these prostaglandin drug products more than once daily may decrease the IOP lowering effect or cause paradoxical elevations in IOP.

Please see Important Safety Information throughout and full Prescribing Information in pocket.

References: 1. IYUZEH™ (latanoprost ophthalmic solution) 0.005%. Prescribing information. Thea Pharma Inc; 2022. **2.** Bacharach J, Ahmed IIK, Sharpe ED, Korenfeld MS, Zhang S, Baudouin C. Preservative-free versus benzalkonium chloride—preserved latanoprost ophthalmic solution in patients with primary open-angle glaucoma or ocular hypertension: a phase 3 US clinical trial. *Clin Ophthalmol.* 2023;17:2575-2588. **3.** Data on file. Clinical Overview of T2345. Thea Pharma Inc. **4.** Rouland JF, Traverso CE, Stalmans I, et al. Efficacy and safety of preservative-free latanoprost eyedrops, compared with BAK-preserved latanoprost in patients with ocular hypertension or glaucoma. *Br J Opthalmol.* 2012;97(2):196-200. **5.** Erb C, Stalmans I, Munoz-Negrete FJ. Real-world study on patient satisfaction and tolerability after switching to preservative-free latanoprost. *Clin Ophthalmol.* 2021;15:931-938. **6.** Economou MA, Laukeland HK, Grabska-Liberek I, Rouland JF. Better tolerance of preservative-free latanoprost compared to preserved glaucoma eye drops: the 12-month real-life FREE study. *Clin Ophthalmol.* 2018;12:2399-2407. **7.** Misiuk-Hojło M, Pomorska M, Mulak M, et al. The RELIEF study: tolerability and efficacy of preservative-free latanoprost in the treatment of glaucoma or ocular hypertension. *Eur J Ophthalmol.* 2019;29(2):210-215. **8.** Data on file. Monoprost discussion guide. Thea Pharma Inc; 2022.

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