


xiidra®
(lifitegrast
ophthalmic solution)5%

**LOOKING FOR
LASTING DRY EYE
SYMPTOM RELIEF?
YOU MAY FIND IT
WITH XIIDRA***

*For some patients with continued twice-daily use.



What is Xiidra?

Xiidra is a prescription eye drop used to treat the signs and symptoms of dry eye disease.

Important Safety Information

Do not use Xiidra if you are allergic to any of its ingredients. Seek medical care immediately if you get any symptoms of an allergic reaction.

Please see additional safety information throughout and click here for [Full Prescribing Information](#) and [Patient Information](#) and discuss with your doctor.

 NOVARTIS

AT A GLANCE

No one should have to suffer through the symptoms of dry eye disease. But for some, it can be hard to find symptom relief that can last. Xiidra is a prescription medication that may help with dry eye disease. Take a look at the following to help you get started:

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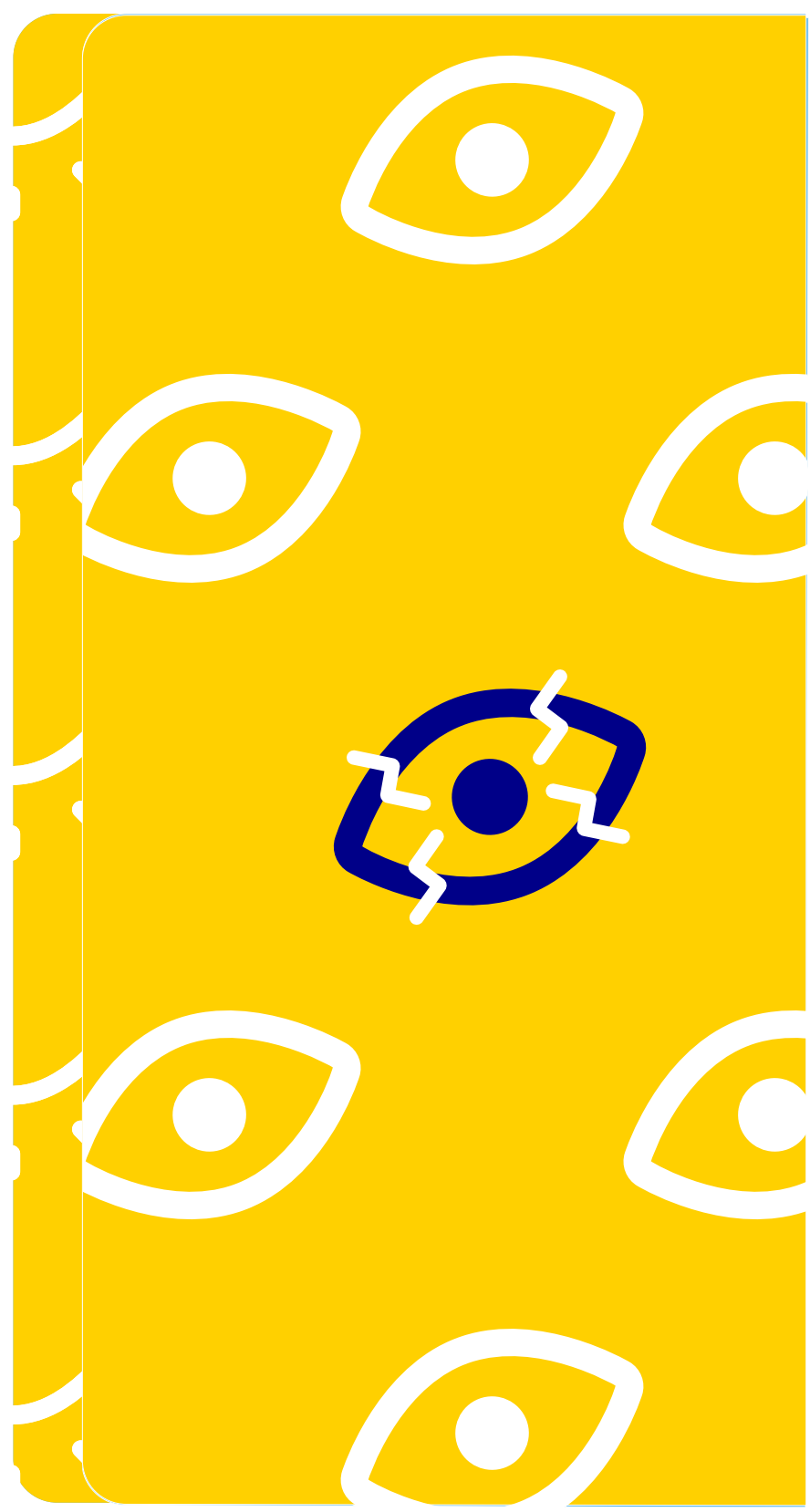
Important Safety Information

The most common side effects of Xiidra include eye irritation, discomfort or blurred vision when the drops are applied to the eyes, and an unusual taste sensation.

Please see additional safety information throughout and click here for [Full Prescribing Information](#) and [Patient Information](#) and discuss with your doctor.

DO YOU HAVE DRY EYE DISEASE?

Learn about potential signs and symptoms of dry eye disease, and why you might have it.



WHAT IS DRY EYE DISEASE?

Normal, healthy tears help lubricate and protect the surface of the eye. But when you have Dry Eye Disease, you may produce poor-quality tears, or not enough tears. This can damage the eye's surface and may lead to a wide range of uncomfortable symptoms. Unfortunately, dry eye disease is a common condition and may get worse over time.

Some risk factors for developing dry eye disease include excessive screen time, getting older, gender, contact lenses, dry environments, and common medications such as antihistamines, antidepressants, and anti-anxiety medications.

THE SYMPTOMS OF DRY EYE DISEASE CAN INCLUDE



ACHES



GRITTIINESS

or feeling like you have something in your eye



ITCHING



BURNING



DRYNESS



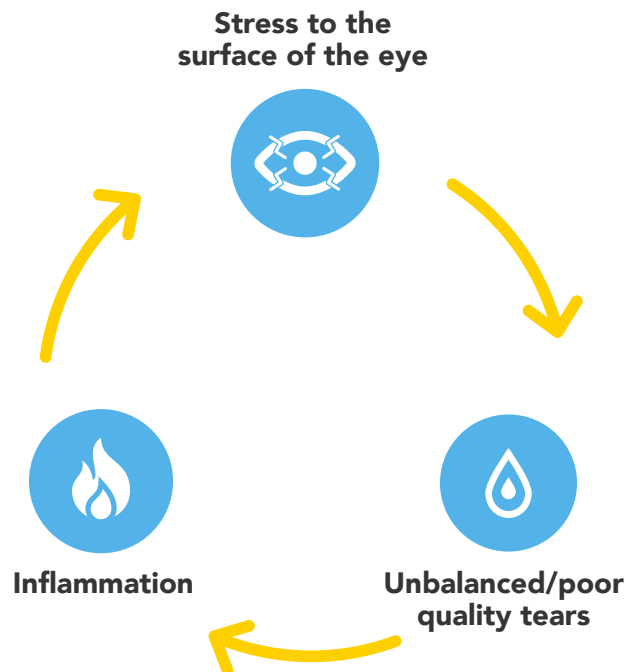
STINGING

If dry eye symptoms keep coming back, **INFLAMMATION** in your eye may be to blame.



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THE CYCLE OF DRY EYE DISEASE



This is a simplified depiction of what may occur in dry eye disease.

Important Safety Information

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OVER-THE-COUNTER EYE DROPS NOT CUTTING IT?

Dry eye symptoms can be very annoying, or even painful. Many people try treating their dry eye with over-the-counter eye drops (also known as artificial tears) at first. These drops typically work by lubricating the eyes. **They may provide temporary relief.**

If OTC (over-the-counter)* eye drops aren't giving you the symptom relief you want, turn the page to learn how Xiidra can help.

*Over-the-counter eye drops = artificial tears.

Important Safety Information

It is not known if Xiidra is safe and effective in children under 17 years of age.

Please see additional safety information throughout and click here for [Full Prescribing Information](#) and [Patient Information](#) and discuss with your doctor.

HOW XIIDRA CAN HELP

Xiidra is approved to treat the signs and symptoms of dry eye disease. Read on to learn why Xiidra may be right for you.

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XIIDRA WORKS DIFFERENTLY

Xiidra is a prescription eye drop that targets a source of inflammation that can cause dry eye disease.



xiidra[®]
(lifitegrast
ophthalmic solution)5%

XIIDRA CAN PROVIDE LASTING SYMPTOM RELIEF.*



*For some patients with continued twice-daily use. 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 studies.

Important Safety Information

The most common side effects of Xiidra include eye irritation, discomfort or blurred vision when the drops are applied to the eyes, and an unusual taste sensation.

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**IN CLINICAL STUDIES,*
XIIDRA WAS SHOWN TO:**

REDUCE DRY EYE SYMPTOMS

at 6 and 12 weeks, on average.

PROVIDE LASTING SYMPTOM RELIEF†

for some patients
in as little as 2 weeks.

† For some patients with continued twice-daily use. 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.



Remember, Xiidra targets a source of inflammation that may cause dry eye disease. With Xiidra, individual results may vary, so be patient.

Be sure to follow your doctor's instructions and Xiidra may help you find lasting dry eye symptom relief.*†

*Xiidra has been studied in more than 1,000 patients with dry eye in 4 separate, 12-week clinical studies. Xiidra was proven to reduce symptoms of eye dryness in all 4 studies and Inferior fluorescein Corneal Staining Score in 3 of the 4 studies, in some patients at week 12.



MEET REAL XIIDRA PATIENTS



Scan this QR Code to visit Xiidra.com
and learn how these patients
found lasting dry eye symptom relief.†

Important Safety Information

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QUESTIONS TO CONSIDER ASKING YOUR EYE DOCTOR

With so many treatment options out there, here are a few ways to talk to your eye doctor to see if Xiidra is right for you.

Please see additional safety information throughout and click here for [Full Prescribing Information](#) and [Patient Information](#) and discuss with your doctor.



TAKE THIS QUIZ TO SEE IF YOU MAY BE EXPERIENCING DRY EYE DISEASE

Do you have achy, gritty, itchy eyes? **YES NO**

Do you use over-the-counter eye drops (artificial tears) for your symptoms? **YES NO**

Do you feel like you're not getting lasting relief from your current eye drops? **YES NO**

Are you ready for an eye drop that works differently? **YES NO**

If you answered "yes" to any of these questions, share these results with your eye doctor and ask if Xiidra is right for you.

What is Xiidra?

Xiidra is a prescription eye drop used to treat the signs and symptoms of dry eye disease.



QUESTIONS TO CONSIDER TO START THE CONVERSATION WITH YOUR DOCTOR

- **Why are my eyes achy, gritty, and itchy?**
- **Are over-the-counter eye drops (artificial tears) giving me lasting relief?**
- **Is there inflammation in my eyes?**
- **How does Xiidra work differently?**
- **Is Xiidra right for me?**

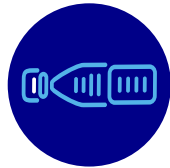
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GETTING STARTED WITH XIIDRA

Whenever you're starting a new routine, it's helpful to know what to expect. Here are some things to keep in mind when you begin using Xiidra.



SINGLE-USE CONTAINERS

Xiidra comes in single-use containers. Each container holds enough medicine to treat both of your eyes for one application.

Once the container is opened, it is important that you apply Xiidra right away. Then throw out the container along with any unused solution. Don't save it for later.



WEARING CONTACTS?

If you wear contacts, remove them before using Xiidra. Then wait at least 15 minutes before putting them back in.

Please see additional safety information throughout and click here for [Full Prescribing Information](#) and [Patient Information](#) and discuss with your doctor.



HOW TO USE XIIDRA

Follow your doctor's instructions
for Xiidra use.



one drop in
each eye



twice a
day



about 12 hrs
apart

To help avoid eye injury or contamination
of the solution, do not touch the container
tip to your eye or any surface.

Scan this QR code to watch
a "How To Use Xiidra" video.



**Sticking with your doctor's
recommended treatment routine
is important when treating
dry eye disease.**

POSSIBLE SIDE EFFECTS

During clinical studies, the most common
side effects of Xiidra included:

- Eye irritation
- Discomfort or blurred vision when
the drops are applied to the eyes
- An unusual taste sensation

Seek medical care immediately if you get any
symptoms of wheezing, difficulty breathing, or
swollen tongue. These are not all the possible
side effects of Xiidra. Tell your doctor if you
have any side effects that bother you.

**Please see additional safety information
throughout and click here for [Full Prescribing
Information](#) and [Patient Information](#) and discuss
with your doctor.**

HOW TO SAVE ON XIIDRA

There are many ways to save on your Xiidra prescription. Read on to learn how.

Please see additional safety information throughout and click here for [Full Prescribing Information](#) and [Patient Information](#) and discuss with your doctor.

COMMERCIALLY INSURED? YOU CAN SAVE WITH OUR SAVINGS CARD!

PAY AS LITTLE AS



ON A 90-DAY
PRESCRIPTION*

Did you know that 90 days' worth of Xiidra may cost less than over-the-counter eye drops? On average, a 90-day supply of OTC eye drops costs \$45 (\$15 a month)[†] while a prescription of Xiidra can be just \$0.

* Limitations apply. Eligible, commercially insured patients using the Co-pay Card pay \$0 for their first prescription of Xiidra for up to 90 days. After the first fill, eligible, commercially insured patients may pay as little as \$0 for prescriptions of Xiidra, subject to a maximum monthly savings of \$250 for a 30-day prescription and \$750 for a 90-day prescription. Offer not valid under Medicare, Medicaid, or any other federal or state program. Novartis reserves the right to rescind, revoke, or amend this program without notice. See complete Terms & Conditions for details.

[†]Based on average dollars per month spent on over-the-counter dry eye products by patients active in both the IQVIA LRx and OTC databases (n=2,258,782). Eligible patients must have at least one record of prescription activity (from any market) in the LRx database prior to the look-back period and at least one record of OTC activity. Calculation was completed by IQVIA based on the study period from November 2018 to October 2019.

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THREE OPTIONS TO GET YOUR SAVINGS CARD



1. Text **SAVINGS** to **48321** (or scan the QR code and press send). We'll send all the information you need (including a picture of your card) straight to your phone.
2. Download your own Savings Card and activate it by visiting our website at **saveonxiidra.com**.
3. Ask your eye doctor for a physical savings card and activate it by following the steps in the accompanying brochure.

Once you've received and activated your Savings Card, just show it to your pharmacist to start saving on your first prescription and all refills!

ON MEDICARE?

Xiidra is now covered for a majority of patients with Medicare prescription coverage. Talk to your doctor to see if Xiidra is included with your Medicare prescription coverage.

NEED HELP PAYING FOR YOUR MEDICATION?

If you are experiencing financial hardship, you may be eligible to receive your Novartis medication for free from the Novartis Patient Assistance Foundation. To learn more, call 1-800-277-2254 or visit www.PAP.Novartis.com.

Please see additional safety information throughout and click here for [Full Prescribing Information](#) and [Patient Information](#) and discuss with your doctor.



WHILE YOU'RE AT THE PHARMACY

Here are some tips when filling your prescription:

- ✓ **Ensure** the pharmacy runs your activated savings card with your insurance while at the register, to determine your out-of-pocket cost for your first prescription and refills.
- ✓ **Ask** the pharmacy what your final out-of-pocket cost will be after they run your information.
- ✓ **Make sure** your medication name and days of therapy match what your doctor prescribed.



BECOME A XIIDRA INSIDER

Xiidra Insider is a free SMS (text)–based personalized program designed to provide encouragement and support throughout your treatment journey.* Xiidra Insider offers tips, disease education, and medication reminders to help you stay on track. So if you’ve been prescribed Xiidra, what are you waiting for? Sign up today!

*Msg & data rates may apply.



JOIN XIIDRA INSIDER NOW

Text **SUPPORT** to **48321**
(or scan the QR code and press
send to sign up.)*



*If you would like to sign up for both
SAVINGS & SUPPORT, text **SAVINGS** to **48321**
instead and follow the prompts.

LET'S REVIEW

- ✓ If you have dry eye symptoms like dryness and burning and over-the-counter eye drops (artificial tears) aren't cutting it, it may be time to try Xiidra.
- ✓ Xiidra targets a source of inflammation that can cause dry eye disease.

Xiidra can provide
**LASTING
SYMPTOM
RELIEF**
in as little as
2 WEEKS.*



*For some patients with continued twice-daily use.

& TAKE ACTION

**ASK YOUR
DOCTOR**

if a

**90-DAY
PRESCRIPTION**

of Xiidra is right for you.



**PAY AS
LITTLE AS \$0**
on a
**90-DAY
PRESCRIPTION†**

†For eligible patients with commercial insurance. Limitations apply.

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You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see additional safety information throughout and click here for [Full Prescribing Information and Patient Information](#) and discuss with your doctor.

QUESTIONS?

Give us a call at 1-877-4XIIDRA
(1-877-494-4372)

LEARN MORE:



xiidra.com



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@XiidraUS



youtube.com/XiidraUS



NOT TODAY, DRY EYE™

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Please see additional safety information throughout and Full Prescribing Information and Patient Information at [Xiidra.com](https://xiidra.com) and discuss with your doctor.

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