

# Dry Eye Over and Over? It's time for Xiidra



**Julie Bowen**  
*Real Xiidra Patient*

## **What is Xiidra?**

Xiidra (lifitegrast ophthalmic solution) 5% 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.

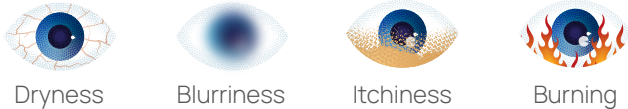
Please see additional safety information throughout and Full Prescribing Information at [Xiidra.com](http://Xiidra.com) and discuss with your doctor.



# What Is Dry Eye?

Dry eye is a common condition that affects up to 38 million Americans. It can be pretty annoying, interrupting you with dry, tired, itchy, and burning eyes. And these symptoms always seem to hit at the worst time—when you’re reading, driving, watching TV, on your laptop, working out, cooking, or at the office. And if you’re like most people with dry eye, **inflammation may be at the root of your symptoms.**

## • • Symptoms of dry eye may include:



Tired eyes • Watery eyes • Irritation • Stinging • Achiness • Itchiness • Feeling like you have something in your eye

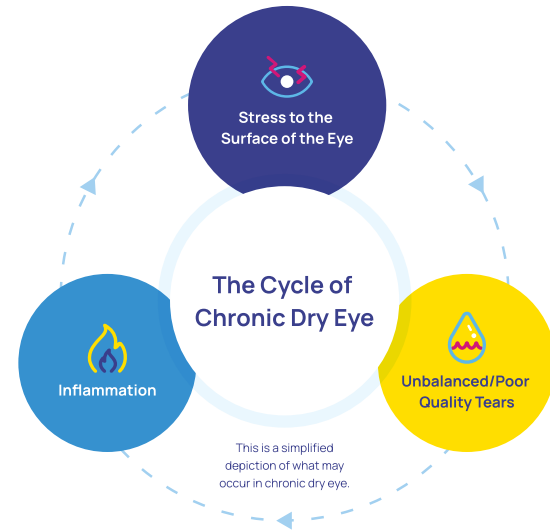
## • • Possible factors may include:



Living in environments with low humidity • Medications such as antihistamines • Changes in hormones • Women may be at higher risk

## • • The cycle of chronic dry eye

Dry eye is **chronic** and can be **progressive**. Symptoms can keep coming back and get worse over time. If they do, **underlying inflammation may be at the root of the problem.** And over-the-counter\* eye drops may pause dry eye symptoms, but **they can't target inflammation.**



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

## Important Safety Information (cont)

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.

To help avoid eye injury or contamination of the solution, do not touch the container tip to your eye or any surface. If you wear contact lenses, remove them before using Xiidra and wait for at least 15 minutes before placing them back in your eyes.

Please see additional safety information throughout and Full Prescribing Information at Xiidra.com and discuss with your doctor.



# Get to the Root of Your Dry Eye Symptoms with Xiidra



Xiidra treats the **signs and symptoms** of dry eye disease



It specifically **targets a source of inflammation** that can cause chronic dry eye.



It may offer **lasting relief** of symptoms in as little as 2 weeks for some patients with continued twice-daily use\*



As many as **1,500,000 patients<sup>†</sup>** have been prescribed Xiidra

## How Xiidra Can Help

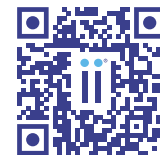
- • In clinical studies, Xiidra was shown to, on average:

Reduce dry eye symptoms (what you can feel) at **6 & 12 Weeks**

Reduce signs of dry eye (what your doctor can see) at **Week 12** in some patients (in 3 out of 4 studies)

- • Meet real patients

Scan this QR code to watch videos of real patients who found lasting dry eye symptom relief with Xiidra.\*



### Important Safety Information (cont)

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

Please see additional safety information throughout and Full Prescribing Information at Xiidra.com and discuss with your doctor.

\*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 in some patients with continued twice-daily use.

<sup>†</sup>Based on analysis of IQVIA LRx claims data from July 2016 to January 2024.

# Getting Started With Xiidra

**xiidra**<sup>®</sup>  
(lifitegrast  
ophthalmic solution)5%

## How to use Xiidra

Follow your doctor's instructions for using Xiidra.



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.



## Wearing contacts

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



## 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. To avoid the potential for eye injury or contamination of the solution, patients should not touch the tip of the single-use container to their eye or to any surface.

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

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

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.

## Important Safety Information (cont)

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

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



Commercially insured? You could pay **\$0\*** with a Xiidra Savings Card

## Savings and Support

### • • Did you know?

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)<sup>†</sup> while a **prescription of Xiidra can be just \$0 for eligible commercially insured patients**.

### • • Three ways to get your Xiidra Savings Card:

1. Download your own Savings Card and activate it by visiting our website at **[Xiidra.CopaySavingsProgram.com](https://Xiidra.CopaySavingsProgram.com)**



2. Ask your eye doctor for a physical savings card and activate it by following the steps in the accompanying flashcard.

3. Text **SAVINGS** to **48321**.

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!

<sup>†</sup>Terms and Conditions apply. This offer is only valid for eligible patients with commercial insurance. This offer is not valid for any person eligible for reimbursement of prescriptions, in whole or in part, by any federal, state, or other governmental programs, including, but not limited to, Medicare (including Medicare Advantage and Part A, B, and D plans), Medicaid, TRICARE, Veterans Administration or Department of Defense health coverage, CHAMPUS, the Puerto Rico Government Health Insurance Plan, or any other federal or state health care programs. Please see **[Xiidra.copaysavingsprogram.com](https://Xiidra.copaysavingsprogram.com)** for Eligibility Criteria and Terms and Conditions.

<sup>†</sup>Based on average dollars per month spent on OTC 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 a study period from November 2018 to October 2019.

### • • Coverage

**Xiidra is covered for approximately 9 out of 10 people<sup>†</sup>** with Commercial or Medicare prescription plans!

### • • Patient Assistance Foundation

Help is also available with the Patient Assistance Foundation. If you are experiencing financial hardship, have government insurance (ie, Medicare, Medicaid, etc), or have limited or no prescription coverage, you may be eligible to receive your medications for free from Bausch + Lomb Patient Assistance Program.

To learn more, call **1-855-770-0424** or visit **<https://www.bausch.com/environmental-social-governance/patient-assistance-programs/>**

<sup>†</sup>Based on data from February 2024. Up to 71% of Medicare Part D and 94% of commercial patients may be covered.



## 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
  - **Ask** the pharmacy what your final out-of-pocket cost will be after they run your information
  - **Confirm** your medication name and days of therapy match what your doctor prescribed

## Xiidra insider

Once you have your prescription, sign up for Xiidra Insider—a free email and SMS-based program designed to help you navigate your dry eye journey.

**Join Xiidra Insider Now**  
Scan the QR code to go  
straight to our signup  
form on [Xiidra.com](http://Xiidra.com).



## Important Safety Information

### What is Xiidra?

Xiidra (lifitegrast ophthalmic solution) 5% 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.

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.

To help avoid eye injury or contamination of the solution, do not touch the container tip to your eye or any surface. If you wear contact lenses, remove them before using Xiidra and wait for at least 15 minutes before placing them back in your eyes.

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

**You are encouraged to report negative side effects of prescription drugs to the FDA.**

Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.

**Please see additional Important Safety Information throughout and full Prescribing Information in pocket or please [Click Here](#) for full Prescribing Information.**



# Questions?

Give us a call at  
**1-800-553-5340**



[Xiidra.com](https://www.xiidra.com)



[facebook.com/XiidraUS](https://www.facebook.com/XiidraUS)



[@XiidraUS](https://www.instagram.com/XiidraUS)



[youtube.com/XiidraUS](https://www.youtube.com/XiidraUS)

---



**xiidra**<sup>®</sup>  
(lifitegrast  
ophthalmic solution) 5%

**BAUSCH + LOMB**

©2024 Bausch + Lomb

8/24

XDR.0131.USA.24 (V2)