

**iyuzeh**<sup>™</sup>  
(latanoprost ophthalmic solution) 0.005%

**DROP IN AND  
DROP  
IOP**

IYUZEH<sup>™</sup> (eye yoo' zeh) is a preservative-free treatment proven to lower eye pressure.<sup>1</sup>

*Welcome*  
The first and only  
**PRESERVATIVE-FREE  
LATANOPROST**

Visit [MyIYUZEH.com](http://MyIYUZEH.com)



Patient and/or eye doctor portrayals are for illustration purposes.  
IOP=intraocular pressure, also called eye pressure.

## INDICATION

IYUZEH<sup>™</sup> (latanoprost ophthalmic solution) 0.005% is a prescription medication for the treatment of high eye pressure/intraocular pressure (IOP) in adults with open-angle glaucoma or ocular hypertension.

## IMPORTANT SAFETY INFORMATION

IYUZEH is not recommended for patients with a known hypersensitivity to latanoprost or any other ingredients in this product.

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





## Welcoming the first and only preservative-free latanoprost

IYUZEH™ (latanoprost ophthalmic solution) 0.005% (eye yoo' zeh) is the first and only preservative-free latanoprost prescribed for adults diagnosed with open-angle glaucoma or ocular hypertension.<sup>1</sup>



## Drop in IYUZEH to drop your IOP

When you use IYUZEH, you may benefit from:

- ✓ A treatment that has fewer reports of eye irritation compared to the leading generic preserved latanoprost<sup>1-3</sup>
- ✓ A **preservative-free** medication that has no generic
- ✓ A prescription that lowers eye pressure and offers the chance to stop or slow the disease progression<sup>1,4,5</sup>
- ✓ No refrigeration needed. You can keep IYUZEH in a medicine cabinet or drawer<sup>1</sup>



*Did you miss a dose?*  
**Continue with the next dose as usual, and remember to always follow your eye doctor's orders**

IOP=intraocular pressure, also called eye pressure.



### IMPORTANT SAFETY INFORMATION (cont'd)

IYUZEH may slowly cause darkening of the eye color, darkening of the eyelid and eyelashes, or increased growth and thickness of eyelashes. Color changes may increase for the length of time that IYUZEH is administered, and eye color changes are likely to be permanent.

### IMPORTANT SAFETY INFORMATION (cont'd)

Open a new single-dose container every time you use IYUZEH. Throw away the container after use. Refrigeration is not required for IYUZEH.

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





## IYUZEH™ can fit easily into your everyday routine



Recommended dosage of IYUZEH™ (latanoprost ophthalmic solution) 0.005% is one drop in the affected eye or eyes in the evening<sup>1</sup>



IYUZEH containers come 5 per pouch, 6 pouches per carton. Only open a pouch when needed. Use one container per dosage, and immediately discard after use<sup>1</sup>



No refrigeration needed<sup>1</sup>



Remove contact lenses before taking IYUZEH and wait 15 minutes if reinserting them<sup>1</sup>



### IMPORTANT SAFETY INFORMATION (cont'd)

Tell your doctor immediately about any change in your eye, if an eye condition develops, about any sudden change in your vision, if any eye side effects occur, or if you have previously had or are planning to have eye surgery.

## Common IYUZEH side effects

You may experience these side effects with IYUZEH<sup>1</sup>:

- Eye redness, irritation, itching
- Unusual sensation or feeling in the eye
- Blurred vision
- Watery eyes

Tell your eye doctor if you experience these or any other symptoms when taking IYUZEH.



Have questions?

Speak with your eye doctor  
or visit [MyIYUZEH.com](http://MyIYUZEH.com)

### IMPORTANT SAFETY INFORMATION (cont'd)

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

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



## Multiple options for filling

## your IYUZEH<sup>™</sup> prescription



### Home delivery with PhilRx<sup>†</sup>



Easy electronic enrollment

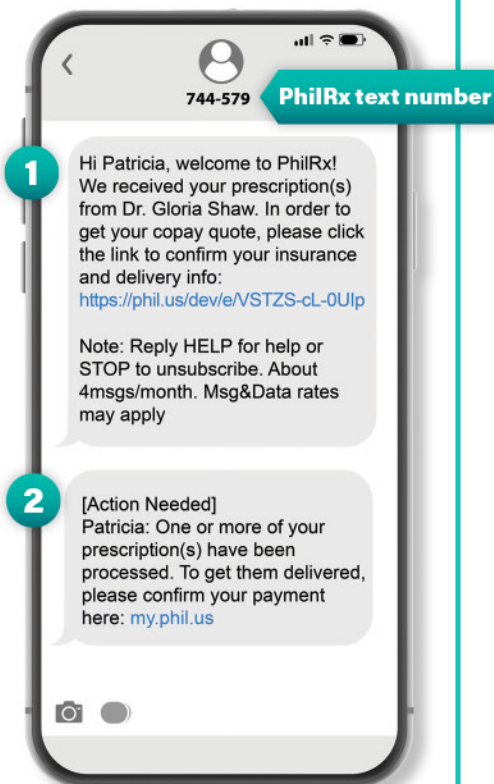


Free home delivery



Live customer service

- An introductory text message from **744-579** will continue enrollment
- Need help with PhilRx? Call **(855) 977-0975**, option 3
- Support is available in multiple languages



\*Visit [www.MyIYUZEH.com](http://www.MyIYUZEH.com) for complete details.

<sup>†</sup>PhilRx is a third-party vendor that administers our home delivery manufacturer program.



### Local pharmacy pick up

#### Using your Thea Savings Card\*

Activate a Thea Savings Card at [activatethecard.com/theasavingscard](http://activatethecard.com/theasavingscard) and provide the card to your pharmacist. Card must be activated before you pick up your prescription.

*For commercially insured patients only.*



### IMPORTANT SAFETY INFORMATION (cont'd)

If you are using other eye drops in addition to IYUZEH, wait 5 minutes between using each type of eye drop.

If one dose is missed, treatment should continue with the next dose as normal.

### IMPORTANT SAFETY INFORMATION (cont'd)

#### ADVERSE REACTIONS

The most common side effects seen in studies were eye redness, eye irritation, eye itching, unusual sensation or the feeling of something in your eye, blurred vision, and watery eyes.

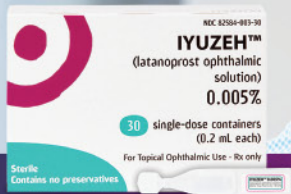
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latanoprost** for lowering eye pressure.!



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**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. Paper presented at: ASCRS, ASOA Symposium & Congress; May 5-8, 2023; San Diego, CA. 3. Thea data on file. 2023. Clinical overview of T2345. 4. Don't let glaucoma steal your sight! Centers for Disease Control. Last reviewed November 24, 2020. Accessed January 9, 2024. <https://www.cdc.gov/visionhealth/resources/features/glaucoma-awareness.html>. 5. Glaucoma. National Eye Institute. Updated November 15, 2023. Accessed January 9, 2023. <https://www.nei.nih.gov/learn-about-eye-health/eye-conditions-and-diseases/glaucoma>.

## IMPORTANT SAFETY INFORMATION (*cont'd*)

### ADVERSE REACTIONS (*cont'd*)

These are not all the possible side effects you may experience with IYUZEH. Talk to your doctor if you have questions about side effects. To report side effects, contact Thea Pharma Inc. at 1-833-838-4028 or FDA at 1-800-FDA-1088 or [www.fda.gov/medwatch](http://www.fda.gov/medwatch).

Please see full Prescribing Information in pocket, and for more information about IYUZEH visit [www.MyIYUZEH.com](https://www.MyIYUZEH.com).



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