



Hi THERE

Meet Xiidra® (lifitegrast ophthalmic solution) 5%, a prescription eye drop used to treat the signs and symptoms of dry eye disease.

Select Important Safety Information

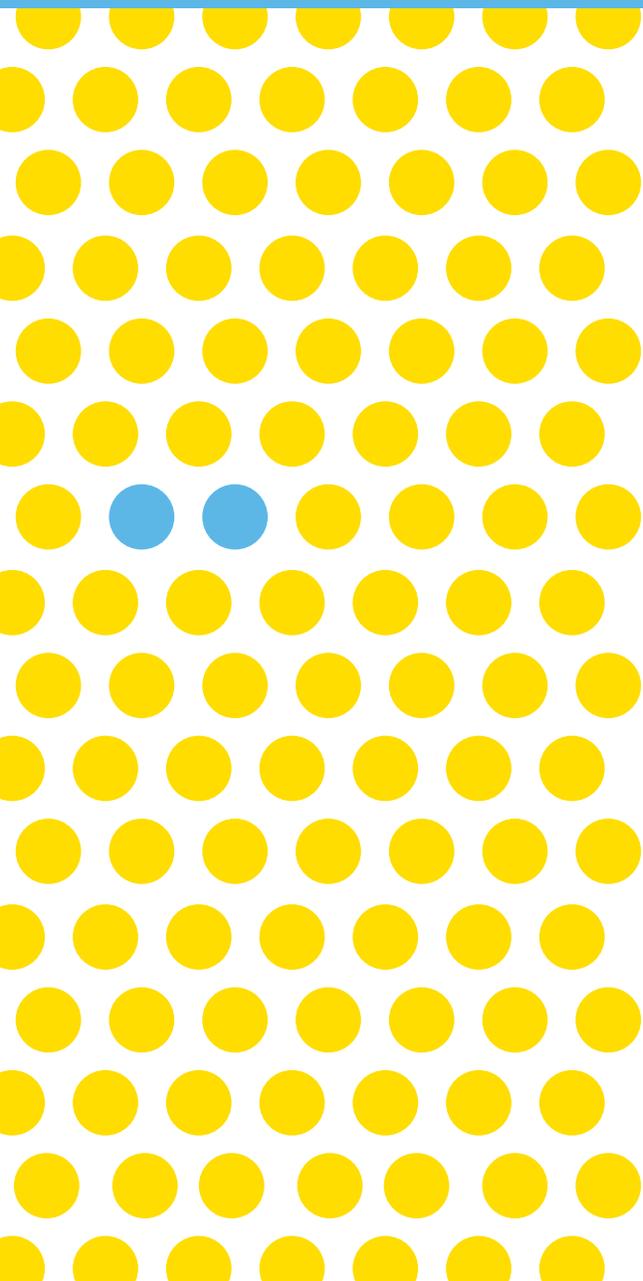
The most common side effects of Xiidra include eye irritation, discomfort or blurred vision when the drops are applied to the eyes, and an unusual taste sensation.

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





SEEIING EYE TO EYE WITH YOUR DOCTOR



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Eyes feeling dry? It's important to talk to your doctor about the state of your eyes, and now is the perfect time. Bring up anything unusual or bothersome about your eyes, even if you think it's minor.

Ask your doctor plenty of questions. "Is this symptom normal?" "What can we do to treat this symptom?" "Could this be dry eye disease?" A two-way conversation is a good thing.

Select Important Safety Information

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

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



ASK ABOUT XIIDRA



It's pronounced "ZYE-druh," and it's a prescription eye drop used to treat the signs and symptoms of dry eye disease. Dry eye is a very common eye condition.

Xiidra is administered twice per day – use one drop of Xiidra in each eye, two times a day, about 12 hours apart.

Use Xiidra right away after opening. After you've applied Xiidra to both eyes, throw away the single-use container and any unused solution. Don't save it for later.

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

Tell your doctor if you have any side effects that bother you. These are not all of the possible side effects of Xiidra.

If you have symptoms of dry eye disease, ask your eye care professional 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.



THINGS TO KNOW ABOUT XIIDRA



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It's important you continue to use Xiidra drops every day.

Each dose of Xiidra comes in a single-use container. To avoid contamination, make sure the tip of the container does not touch 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.

Once you have administered the drops, dispose of the container and any unused solution. Do not save. Use Xiidra exactly as your doctor tells you.

You can find more details in the Instructions for Use that are at the end of the Patient Information at the link below. Check it out!

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Ask your eye care professional if Xiidra is right for you.



WE LOVE QUESTIIONS



Questions, meet answers

Ok, so maybe you have a few questions about insurance, benefits, coverage...you know, the fun stuff. What if you could call a number and get help from a real, live person? Just **ask iiris** – not one person but a whole squad highly trained in helpfulness.

We can call your insurance company and find out what your Xiidra copay will be. We'll also let you know if you're eligible for any savings offers.

We can even grant you **Xiidra insider™** status for info, special offers, and more beamed to your inbox or phone. All you have to do is **ask iiris**.

1-844-694-4747

Monday through Friday, 9:00 am through 8:00 pm ET
Visit Xiidra.com for more info.



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





SAY HELLO TO SAVINGS



For questions about this savings offer, call **1-844-694-4747**

Details & Eligibility

*Eligible patients will receive their first 30-day prescription free. For uses 2-12, eligible patients will pay as little as \$20 and receive up to \$250 (for commercially insured patients) or up to \$225 (for cash-paying patients) off the patient's copay or out-of-pocket expenses for Xiidra. Program expires 5/31/2017. Restrictions may apply.

†This offer is valid for a one time free trial of Xiidra with a 30-day prescription. Offer details must be presented to your pharmacist along with a valid prescription. One offer per patient. Program expires 5/31/2017. Restrictions may apply.

‡Message and data rates may apply.

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You could get your first prescription for free. Here's how...

- **If you have commercial insurance or are paying cash**, you may be eligible to receive your first 30-day prescription free and refills as little as \$20.*
- **If you have government insurance** like Medicaid or Medicare, you may be eligible to get your first 30-day prescription free.†

To check eligibility and sign up, visit

Xiidraiinsider.com

You can also sign up via text message:

If you have commercial insurance, **text the word "iiNSIDER" to 37500.‡**

If you have government insurance, **text the word "TRiiAL" to 37500.‡**

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WHAT IS XIIDRA AND IMPORTANT SAFETY INFORMATION

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



Important Safety Information

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

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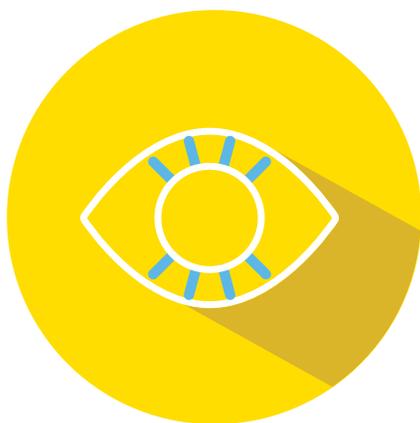
You are encouraged to report negative side effects of prescription drugs to the FDA.

Visit <http://www.fda.gov/medwatch> or call 1-800-FDA-1088.

XiIDRA.COM



QUESTIONS ABOUT COVERAGE? CALL 1-844-694-4747



Now that you know about Xiidra,
here are some steps you can take...

- [Chat with your eye doctor](#) to find out if Xiidra is right for you
- Read more at [Xiidra.com](#)
- For copay, coverage, and savings questions, just [ask iiris](#):
[1-844-694-4747](tel:1-844-694-4747)

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